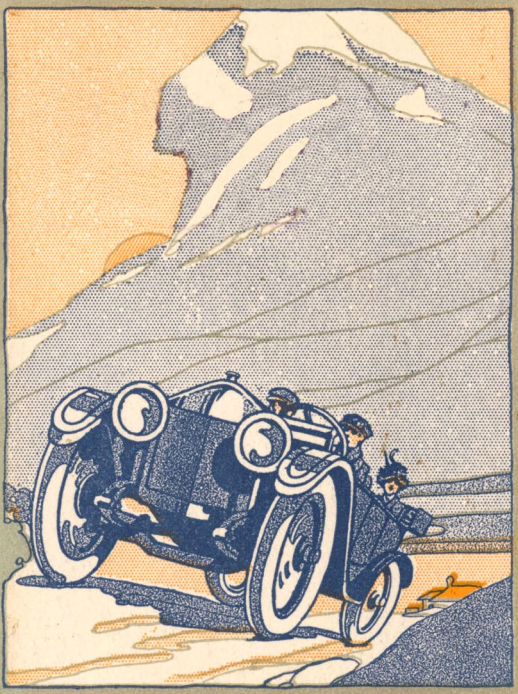
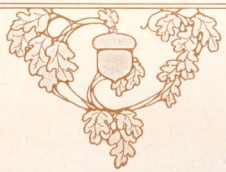
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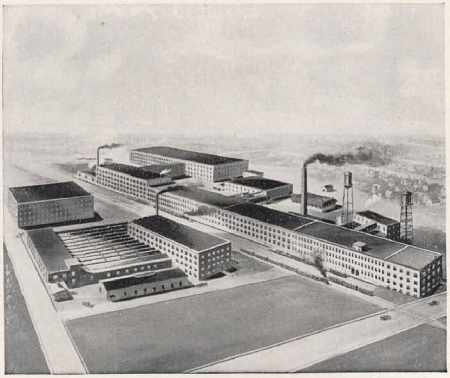


"The Car with a Conscience"



"The Car with a Conscience"

Where the
"Car with a Conscience"
is Built



OAKLAND CARS for 1914

Oakland Motor Car Co.
Pontiac, Mich.

Our Shop Creed

Remember, men, you are building "The Car with a Conscience." Do your part—no matter how small it is—to the best of your ability, so that each car shipped will have a good, clean "Mechanical Conscience." You can bring this about by doing your very best at all times. The enjoyment of life comes from doing things well.



One of the Chassis Assembly Shops

"The Car with a Conscience"

Introduction

THE mission of this Catalogue is to portray truthfully by picture and word the product of the Oakland Motor Car Company.

In these days of keen competition, companies in their eagerness for business are careless as to the statements printed, and it is also admitted that in no other business is there such an opportunity for similarity of claims regardless of the real worth of the product.

The automobile industry has abused four words in the English language, and they are: "Simplicity"—"Accessibility"—"Beauty"—"Power." The automobile industry has made them common.

We claim maximum beauty for the bodies and maximum mechanical efficiency for the chasses, but these claims we want you, the buyer, to confirm by such tests and examinations as shall be satisfactory to you.

To us, this seems to be the fairest way of presenting a product to you.

Clever phrases do not make serviceable cars. Beautiful illustrations do not always make beautiful cars.

The beauty and mechanical perfection we claim for Oakland Cars we want you to prove.

Oakland Cars are presented in a variety of bodies and horsepower ratings. The range is wide, embracing the wants of every probable purchaser.

Oakland for 1914

WE are going to tell you the story of the Oakland line for 1914.

We are going to tell it to you in a straightforward way—expressed in simple language.

Each sentence in this presentation is an honest one.

Each statement is made because we believe in the strength of it.

Each argument advanced because we believe in the importance of it.

This preface is made because we want you to appreciate that this is not any ordinary automobile announcement.

This does not belong to the common variety, any more than the Oakland belongs to the common variety of automobiles.

Before we start telling you of our plans for the new season, it is proper that we should dwell, for just a minute or two, on the year just closed.

The history of the Oakland Motor Car Company has been a steady climb upward. Starting in a small way in 1907, the business has increased steadily year after year until, for the fiscal year ending July 31, 1913, the gross receipts amounted to over ten millions of dollars.

We have been able to make this progress because we have built honest, serviceable automobiles.

A company cannot thrive unless it does.

"The Car with a Conscience"

In this commercial age—dealing, as we do, with a keen public—it is absolutely necessary to make every purchaser an "asset"—a satisfied customer who is willing to freely recommend his choice to his friends.

Good will is a priceless thing to have.

The Oakland has it.

As you already know, the Oakland has been one of the phenomenal successes of the past season.

Never before has a car received such unstinted praise.

Never before has a car been so generously admired.

It has been the talk of the automobile world.

For 1914, the Oakland is the continuation of a great success—making our position so safe as to secure for ourselves the world-knowledge that we are marketing the most beautiful and dependable car to be found.

Last year we graduated from the "all-look-alike" class, and became a car of individuality—a car of character—a car of distinction.

Our progress for 1914 is of equal importance.

The Oakland becomes one of the few great cars built in this country. It is safe to say that the Oakland belongs in the list of the first six made in the United States.

And we make this statement with a full knowledge of its meaning.

Oakland Cars are not sold at fictitious values. There are no tremendous overhead charges included in our list prices.

The day of the high-priced car in this country is over.

The man who investigates carefully knows that he can purchase as good a car as there is made for less than $3000.

We are in a position to market cars at the lowest price, consistent with quality, for these two vital reasons:

(1) Our volume of production permits it.

(2) The most important units are made in our own organization.

Oakland Motor Car Company is one of the important subsidiaries of General Motors Company. General Motors Company also owns the plants of the Northway Motor & Mfg. Co., manufacturers of all Oakland motors; also, Weston-Mott Company, manufacturers of axles; also, Jackson-Church-Wilcox Company, manufacturers of steering gears.

You will see from this that we secure our motors (all are of the unit power plant type—motor, clutch and transmission in one housing), our front and rear axles and our steering gears from our plants. It is easy enough to see the importance of these supply channels to us and how our manufacturing cost is materially reduced by this affiliation.

In the Engineering Department we find the best brains of the two continents—men who have spent years in the industry; men who have studied and watched designs and methods the world over. And the best of their long

"The Car with a Conscience"

experience—only that which has been found true and lasting—has been incorporated in Oakland Motor Cars.

The Oakland represents the ideal in motor car construction, because it is harmonious in looks and harmonious in design.

Three great fundamental principles are incorporated in the Oakland chassis.

The dependability of the mechanical construction comes first, because without it an automobile is not of any use, regardless of its beautiful exterior. The second great thought is accessibility, because we are dealing with metals, and metals require attention and lubrication. The third great thought is exterior appearance. We want a beautiful housing for our mechanism and luxurious surroundings and comfort for the passengers.

In raw material used, only the best goes into the manufacture—the best of steels, the best motor, axles and transmission. We say all this in a single sentence, but it would take a volume to describe the tests—the minute and exacting tests—to which each unit is subjected before it is finally used. This is the work of our Research Department. How careful they are! How rigid their scrutiny! No wonder Oakland Motor Cars are giving universal satisfaction. No wonder the season of 1913 was the most prosperous one in our history.

And there must be a good reason for this. We must have earned this much-sought recognition.

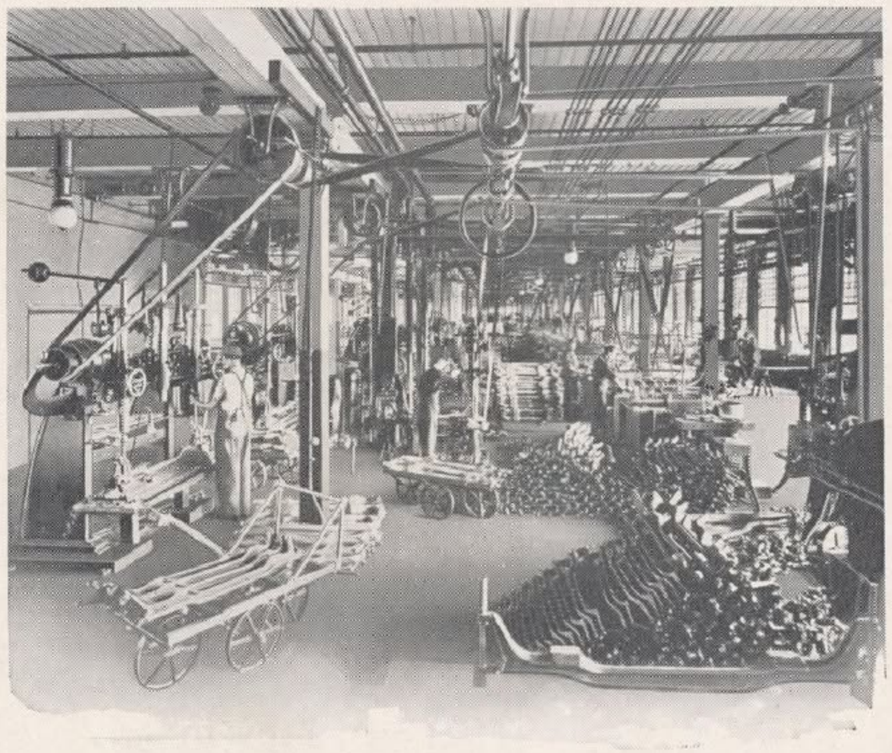
The question of power on the 1914 cars received as much attention as any other one thing during the past year.

Our new cars have our old-time reputed hill-climbing power.

The experimental cars have been tested in such a way as to fully convince anyone that they are equal to every emergency. All of the cars were taken on long eastern trips over mountainous country, just to prove their hill-climbing ability. Trips were made as far south as Wheeling, W. Va., and as far east as Pittsburgh. Four days were spent on the hills around that city. All this was done for the purpose of proving beyond any doubt the power of the different models.

For 1914, the Oakland is presented in a variety of horsepower ratings and body designs—four and six-cylinder models.

The list price on all cars includes equipment.



Finishing Oakland Axles

"The Car with a Conscience"

Motor Car Beauty

MOTOR car beauty to us means beauty inside and outside. And that is the way it should be.

Outward beauty does not count for anything if the mechanical construction is not of a corresponding order.

And so the Oakland is a well-balanced car—balanced as to looks and performance.

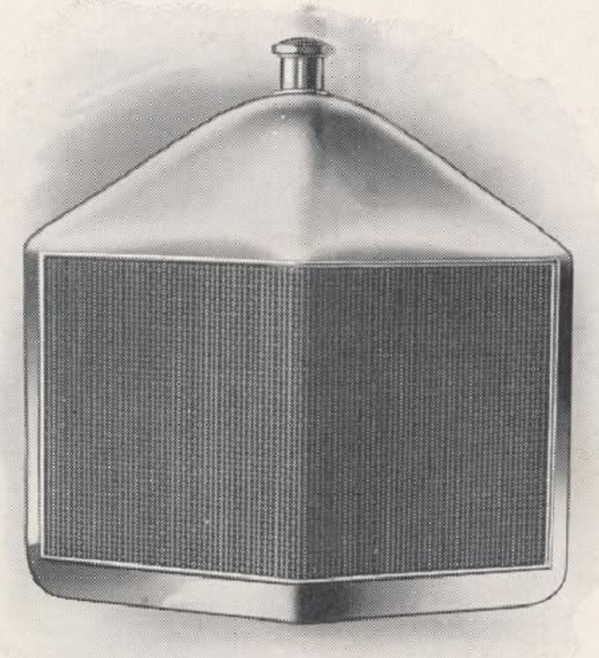
We appreciate that the automobile purchaser of today wishes exterior beauty. He wants a good-looking car—but he likes more than that, for first of all he wishes a chassis that is true mechanically, and that will prove dependable for a period of years.

A car must have more than mere looks to make it serviceable.

This important essential has always been one of our ideals.

An Ohio owner of a two-cylinder car, purchased in November, 1908, wrote this to us on September 17, 1913:

"I have an Oakland Twenty, bought in November, 1908, which is running as good as the day it was bought. I haven't spent a cent for repairs up to the present time and haven't had a bit of trouble with the car."



Watch for the German Silver, V-shaped Radiators
You see them everywhere

The A B C of an Automobile

THERE is nothing intricate about an automobile. When properly constructed, the layman does not have any trouble in following the methods employed.

There are four important units, or essentials, in a self-propelled vehicle —the motor, clutch, transmission and differential.

The motor develops the power. The clutch connects the power with the transmission. The transmission regulates the different speeds and is connected to the driving shaft, which in turn acts on the rear axle, thus delivering the power to the rear wheels.

In the Oakland method, which is simplified, the motor, clutch and transmission are in one housing.

This plan makes the Oakland chassis very simple. The motor, clutch and transmission unit is connected directly with the driving shaft.

The Oakland chassis stands for extreme simplicity and medium weight. Both of these traits are important to the life of a car.



A part of the Blacksmith Shop

"The Car with a Conscience"

Oakland Claims

WE make claims. Some of them may seem strong to you — or rather, as strong as those of other automobile manufacturers.

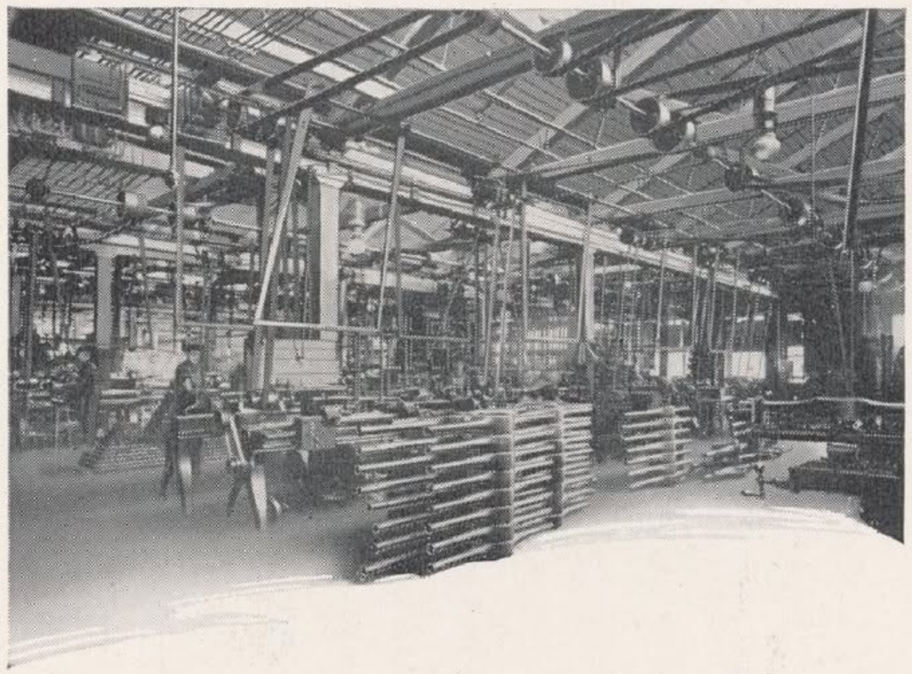
But our claims are different in this respect: We want you to prove what we say. We cannot think of anything fairer.

In other words, we are willing to rest our case with you. We respect your judgment. We let you be the judge.

And it is the best way of presenting a product to the public. The public studies. The public investigates. The public knows. People have watched the development of the automobile industry. They know car values.

And so, when we say that the Oakland is the ideal car—that the chassis represents simplicity, strength and dependability, and the body is very beautiful—we want you to prove the things we say.

It is this fair-minded policy that has helped to make the Oakland the leader it is today.



Building Oakland Steel Axle Housings

Our Success Proves Our Claims

IF a man applied to you for a position, you would undoubtedly ask him for recommendations and inquire as to what he had accomplished.

A man buying an automobile should ask the same things of the automobile salesman.

Find out for yourself the facts about the company—the number of years in business—the success of each car made—the general reputation. These things mean much to you.

And it is these things that we want you to find out about us. We are proud of our record. We have accomplished much, and, naturally, it is gratifying to us.

When buying an automobile, you either get a success or a failure.

Your car will be in proportion to the strength or weakness of the organization producing it.

There is no other way of figuring it.

The Oakland has been a success since its inception.



Rubbing out "Rough Stuff" Coats

"The Car with a Conscience"

Lubrication

BUYERS, as a rule, do not give lubrication a thought when making a purchase. It never occurs to them to discuss the subject.

Nevertheless, lubrication is one of the most important things about an automobile. The life of an automobile depends on it.

The motor, clutch, transmission, differential and wheels need lubrication, and the motor should have the most careful attention.

Lubrication is one of the important things in Oakland construction. We appreciate what it means to a good running automobile, and every unit is taken care of.

The first Oakland built is in use today. This is sufficient evidence of the thoroughness of our lubricating methods.



Upholstering the Bodies

Friction

FRICTION is the greatest "enemy" of a piece of machinery. Friction causes wear; wear causes tear; tear causes trouble.

To eliminate as much friction as possible is the engineer's first thought, for he appreciates the importance of this one thing.

In Oakland construction, friction is reduced to the minimum, because of the design employed.

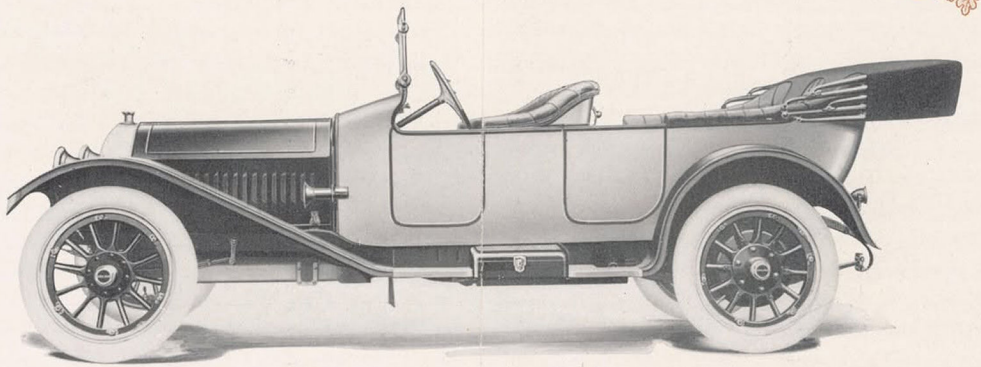
Our whole chassis is one of extreme simplicity. We put the motor, clutch and transmission in one compact housing. These units, making up the major part of the mechanism, are so assembled as to make friction very slight—if any at all. The motor, clutch and transmission shaft bearings are perfectly aligned on one shaft; hence the elimination of friction.

It is this method of construction that has helped to make Oakland motors famous for power and quietness.

And we get this power and quietness by the elimination of friction—the use of correctly cut gears and a thorough lubricating system.



Making Tops



Six-Sixty—Five or Seven-Passenger Touring Car

Fully Equipped, $2450

THE Oakland Six appeals to the finer senses, for it represents high ideals—being ideal in appearance and in action.

The steel body, which is finished with infinite care, is beautifully proportioned, and its distinctiveness is further enhanced by a shapely cowl and German silver, V-shaped radiator.

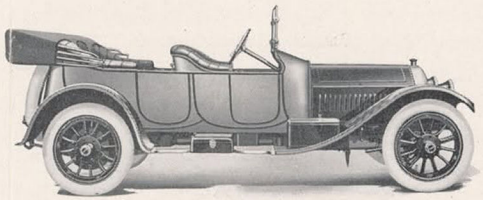
Having a long wheel base and perfect spring suspension, this car is adequate for all road conditions. Silent and vibrationless, it is rightly called one of America's leading automobiles.

This car is most completely appointed and in the matter of detail nothing has been left undone. Concealed hinges, ten-inch upholstery, pockets in doors, cut glass robe rail and spare tire irons give proof to the refinements incorporated.

Colors: Royal blue with black wheels, gold striping; or, gray body with black wheels, gold striping. The equipment includes top and Jiffy curtains, windshield, speedometer, Delco starting, lighting and ignition system, tire irons, electric horn, nickel trimmings, demountable rims with one extra rim.

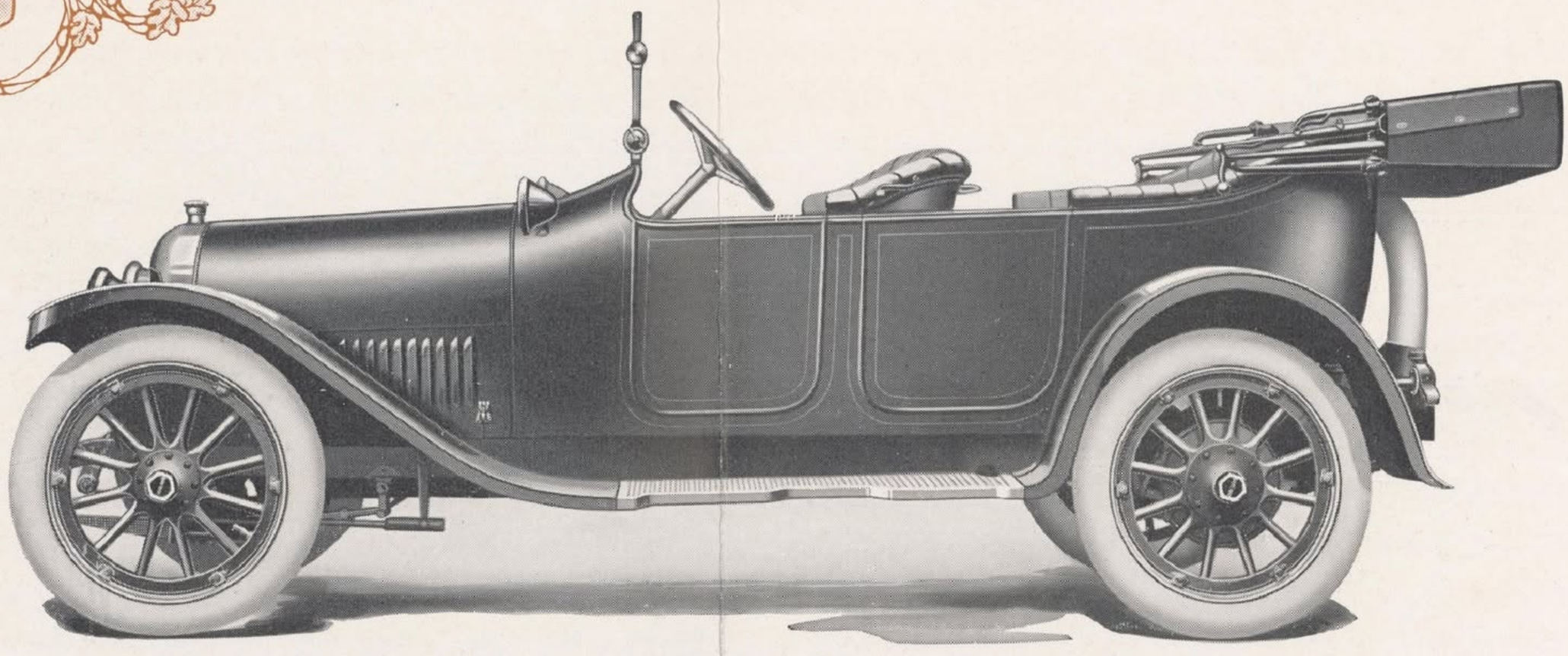
Condensed Specifications

Wheel base, 130 inches; motor, 4⅛ x 4¾; cylinders cast in pairs, unit power plant; axles—front, I-beam; rear, full floating, one bearing; brakes, 16 inches, double internal; Stromberg carburetor; cone clutch, leather faced; frame is pressed steel, double drop pattern; springs—front, semi-elliptic; rear, three-quarter elliptic; nickel trimmings; V-shaped, German silver radiator; 10-inch upholstering; body, steel. Standard equipment: 11½-inch electric head lights, parabolic reflectors, two flush dash lights, star pattern, frosted lens, tail light, electric horn, complete tool kit, tire repair outfit, pump and jack.



Six-Sixty—Four-Passenger Close Coupled Touring Car
Fully Equipped, $2,450

"The Car with a Conscience" for 1914



Model Six-Forty-Eight—Light Six, Five-Passenger Touring Car

Fully Equipped, $1785

THE newest Oakland Model is a light, five-passenger, six-cylinder touring car, and at the above price revolutionizes present motor car values. Never before has a car like this been offered for the money, and it is as dependable as it is beautiful—a perfect motor car.

You should see it. It is in keeping with all Oakland models—for it is a worthy addition.

It has a streamline body of much beauty.

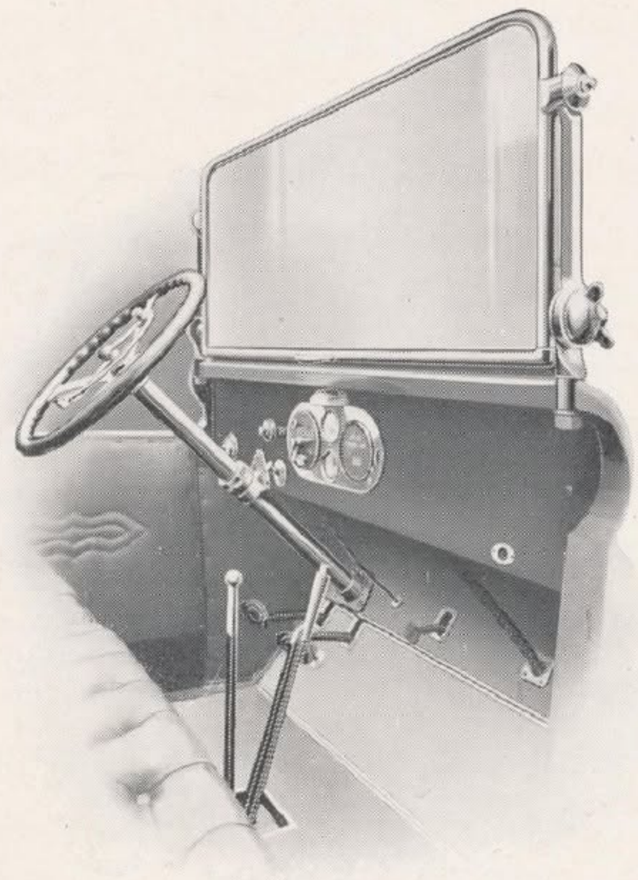
The lines blend perfectly in long, graceful curves from the sloping, V-shaped radiator to the bell-shaped back. There are no disfiguring angles at the dash or cowl and no projecting hinges to mar the effect of symmetry.

It has extra pockets and every known refinement. The drive is left side, center control. The famous Delco starting, lighting and ignition system is used.

Colors: Blue or gray body. Equipment includes top, Jiffy curtains, windshield, speedometer, tire irons, demountable rims with one extra rim.

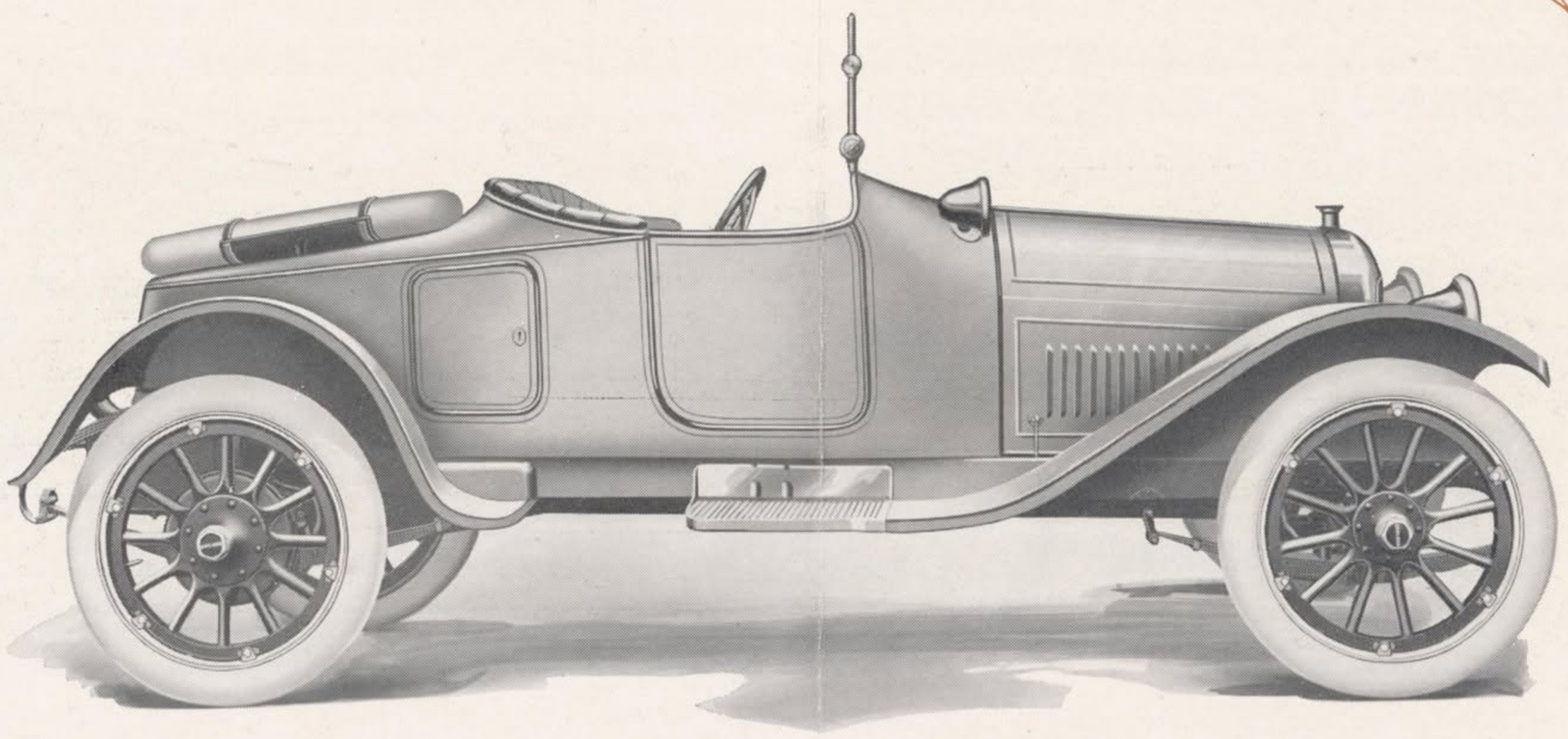
Condensed Specifications

Wheel base, 123½ inches; motor, 3½ x 5; cylinders, cast en bloc; unit power plant; axles—front, I-beam; rear, full floating, one bearing; brakes, 14 inches internal and external; Stromberg carburetor; cone clutch, leather faced; frame is pressed steel, single drop pattern; springs—front, semi-elliptic; rear, three-quarter elliptic; 35x4½-inch tires; nickel trimmings; V-shaped, German silver radiator; 10-inch upholstering; body, steel. Standard equipment: 11¾-inch electric head lights, parabolic reflectors, two bullet type side lights, tail light, electric horn, complete tool kit, tire repair outfit, pump and jack. Noil tire pump at extra cost.



Model 6-48 Dash—Note the compact grouping of Dash Equipment

"The Car with a Conscience" for 1914



Model Six-Forty-Eight—Light Six, Two-Passenger Roadster

Fully Equipped, $1785

BEAUTY and utility are combined in the Light Six Roadster. It is the logical car for those who desire the smoothness insured by its six cylinders, in a two-passenger car.

The streamline design has been followed faithfully and your comfort has been well provided for in the wide, deeply upholstered seats and the care with which the steering wheel has been placed at just the correct angle.

Ample space has been provided in the rear deck for baggage. Colors, blue or gray, with black running gear.

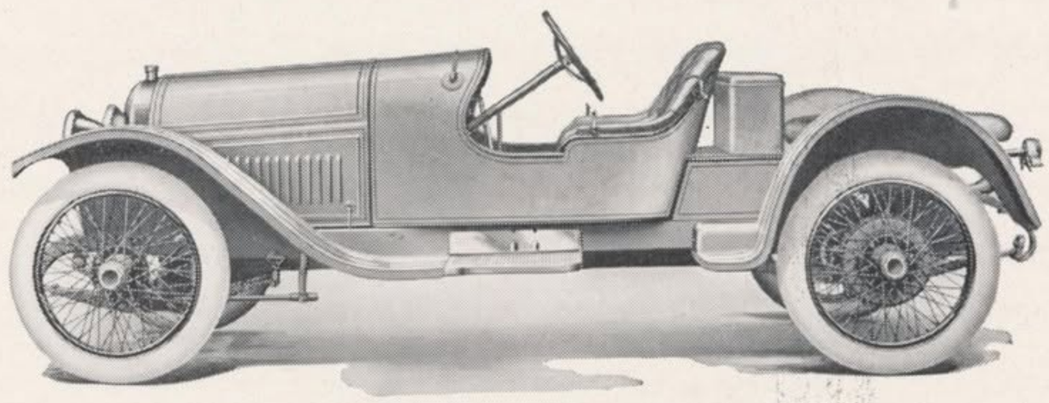
Condensed Specifications

Wheel base, 123½ inches; motor, 3½ x 5; cylinders, cast en bloc; unit power plant; axles—front, I-beam; rear, full floating, one bearing; brakes, 14 inches internal and external; Stromberg carburetor; cone clutch, leather faced; frame is pressed steel, single drop pattern; springs—front, semi-elliptic; rear, three-quarter elliptic; 35x4½-inch tires; nickel trimmings; V-shaped, German silver radiator; body, steel. Standard equipment: 11¾-inch electric head lights, parabolic reflectors, two bullet type side lights (on Roadster), tail light, electric horn, complete tool kit, tire repair outfit, pump and jack. Noil tire pump at extra cost.

The Six-Forty-Eight, two-passenger Speedster, pictured below, is a type which is best described as a "sporting car," as it is known in England.

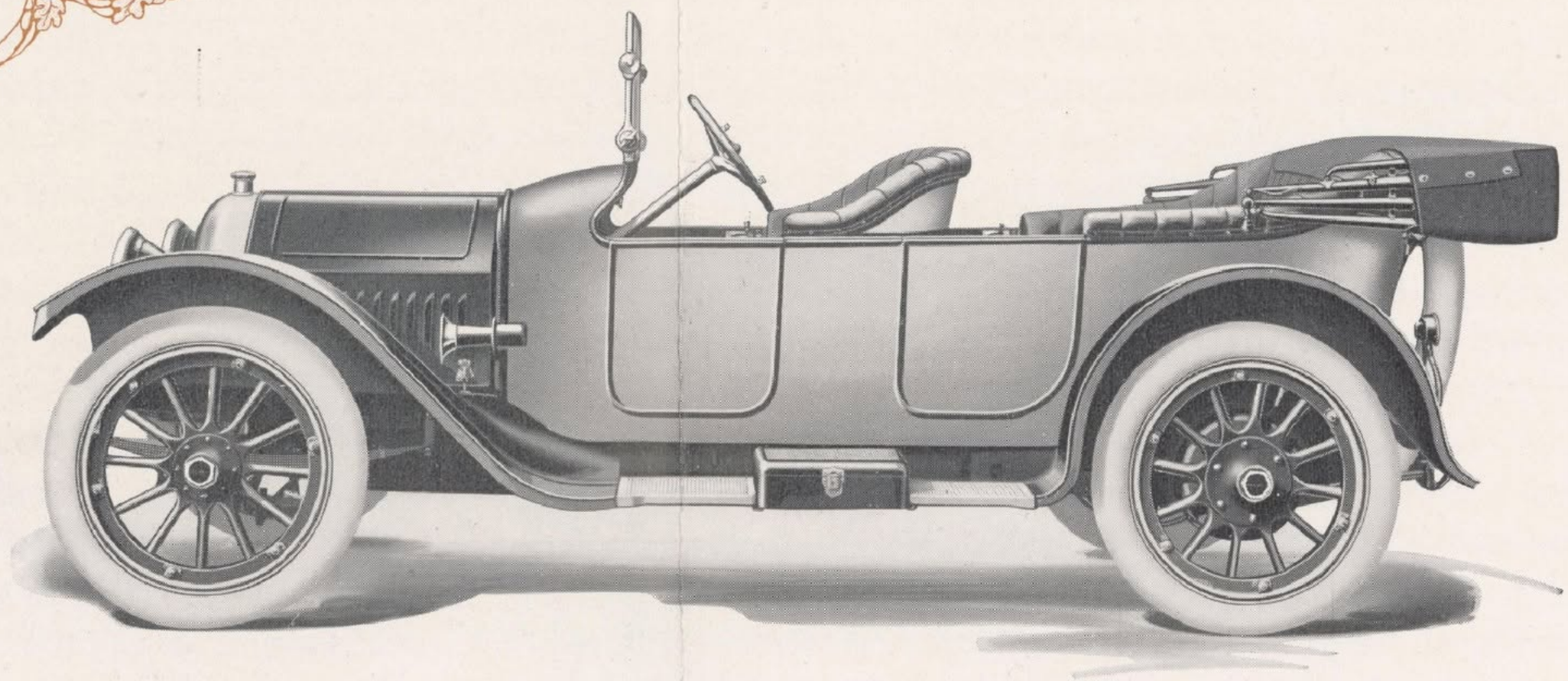
It is a car whose every line suggests speed. Here is the streamline body at its best—the cowl is but a continuation of the hood, sloping and tapering to the V-shaped radiator. All extra weight has been eliminated and the car carries nothing which is not absolutely essential.

Tool box is placed on the rear deck and there is also provision for carrying an extra wheel. The car is strikingly finished in canary yellow.



Model Six-Forty-Eight—Light Six, Two-Passenger Speedster
Fully Equipped, $1785. Top and Windshield included;
Wire Wheels extra

"The Car with a Conscience" for 1914



Model Forty-Three—Five-Passenger Touring Car

Fully Equipped, $1785

TO appreciate the beauty of this car you must see it; to realize the comfortable riding qualities and the mechanical perfection you must ride in it over varying road conditions.

The silent, smooth working, four-cylinder motor, which is of ample horsepower, 4¼ x 5¼, is one of the principal features of this model.

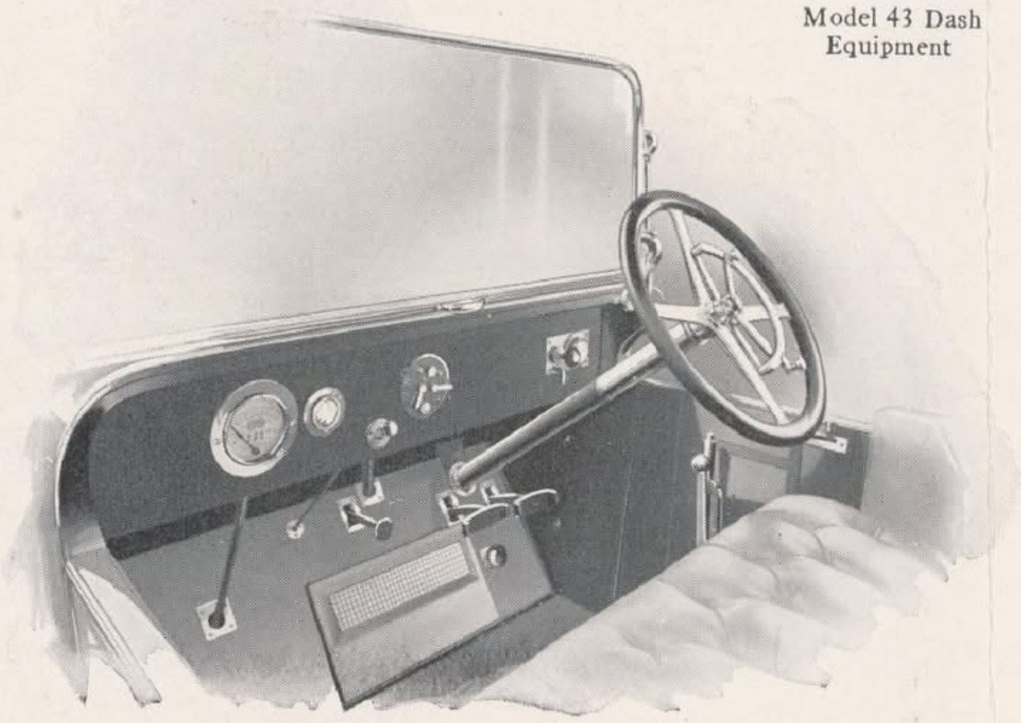
This car might be termed a small edition of our Six. The same harmony is noticeable in the body —the same care and attention to the mechanical details.

The Oakland Four has been a famous car for years.

Each year refinements have been added, and for 1914 it is presented to you as an up-to-the-minute car, mechanically and artistically.

Colors: Blue or gray body, black running gear.

The equipment includes top with Jiffy curtains, windshield, speedometer, improved Delco starting, lighting and ignition system, electric horn, 35 x 4½-inch tires, tire irons, nickel trimmings, demountable rims with one extra rim.

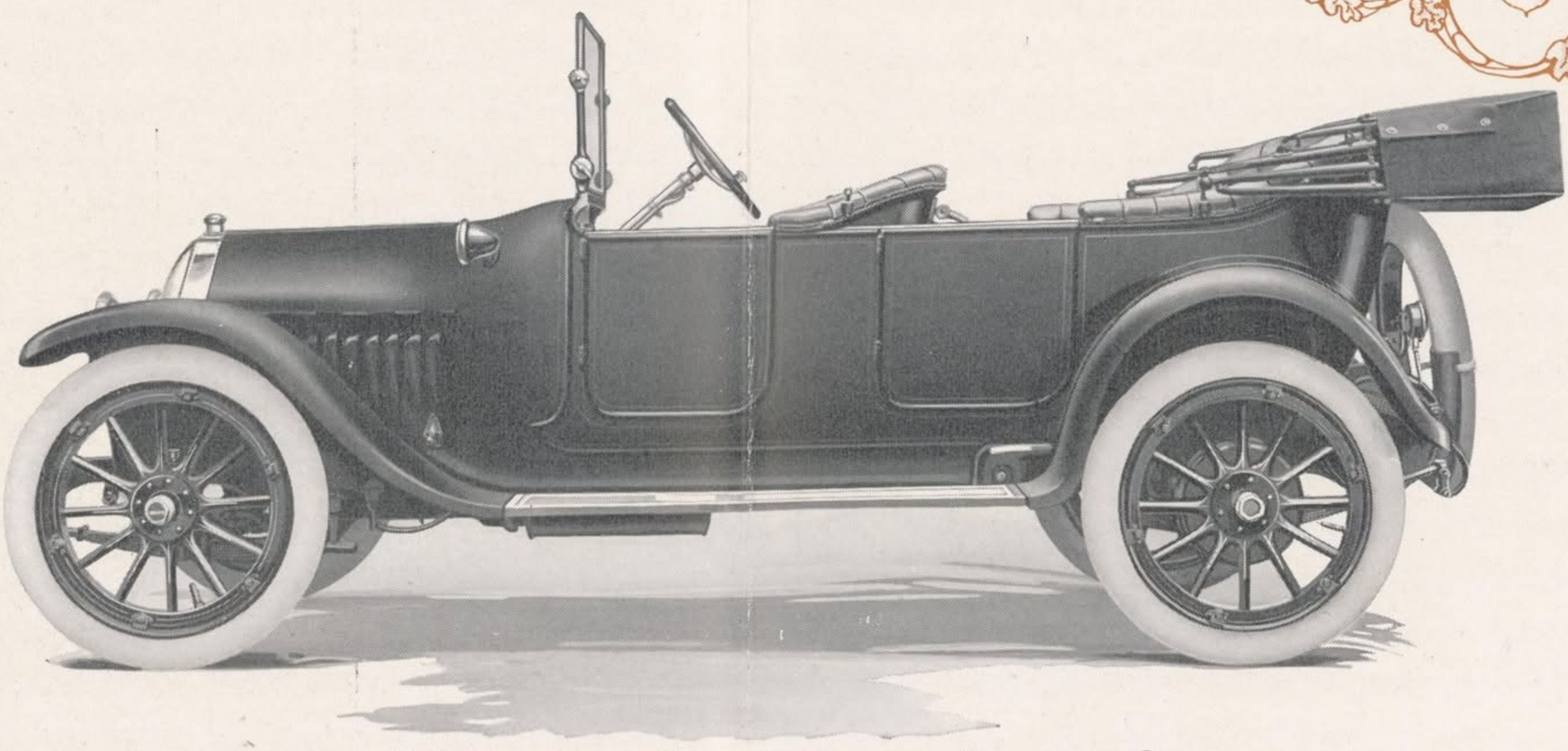


Model 43 Dash Equipment

Condensed Specifications

Wheel base, 116 inches; double drop frame; motor, 4¼ x 5¼; four cylinders, cast in pairs, unit power plant; cone clutch; selective type transmission; German silver, V-shaped radiator, square tube type; Stromberg carburetor; full floating, one bearing, rear axle; gasoline capacity, 21 gallons, tank carried at rear, pressure feed; 10-inch upholstering. Standard equipment: 12½-inch electric head lights, parabolic reflectors, two flush dash lights, star pattern, frosted lens, tail light, electric horn, complete tool kit, tire repair outfit, pump and jack. Noil tire pump at extra cost.

"The Car with a Conscience" for 1914



Model Thirty-Six—Five-Passenger Touring Car
Fully Equipped, $1200

HERE, in a $1200 car, the streamline body finds expression in its truest form.
No breaks occur from the rounded radiator back to the windshield mounting at the rear of the cowl.

The balance of the body design is in perfect harmony and the beauty so created is augmented by the crowned fenders.

Such construction is made possible through the use of our one-piece pressed steel body.

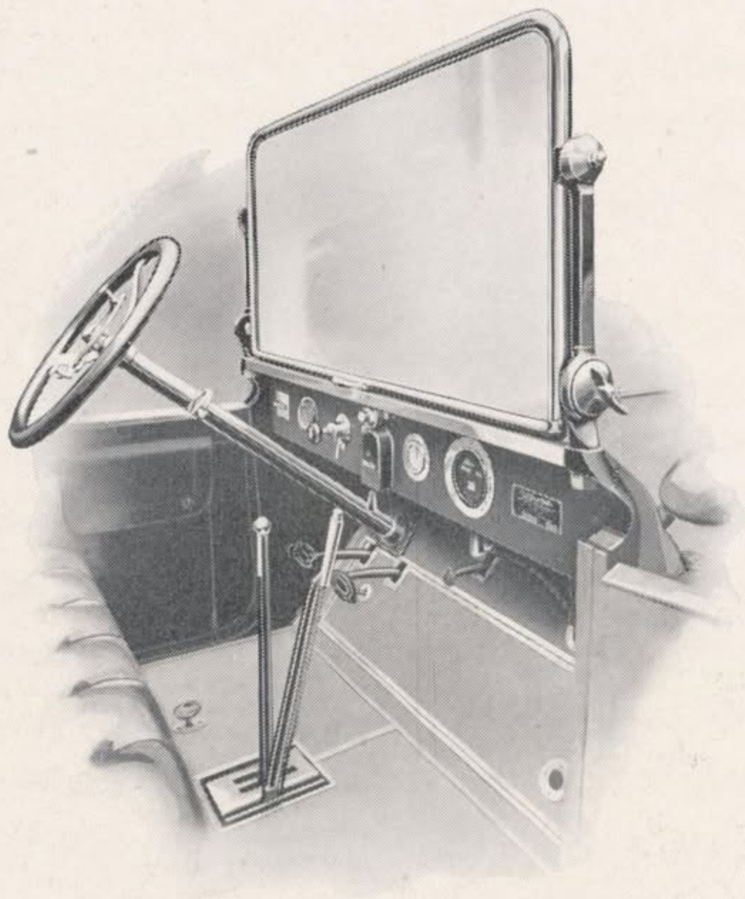
Oakland beauty, as you know, is the outward and visible evidence of the absolute dependability and sturdiness of the mechanical construction.

When you see this model you will need nothing further to convince you that it represents the ultimate in motor car beauty and in value-for-the-money.

Condensed Specifications

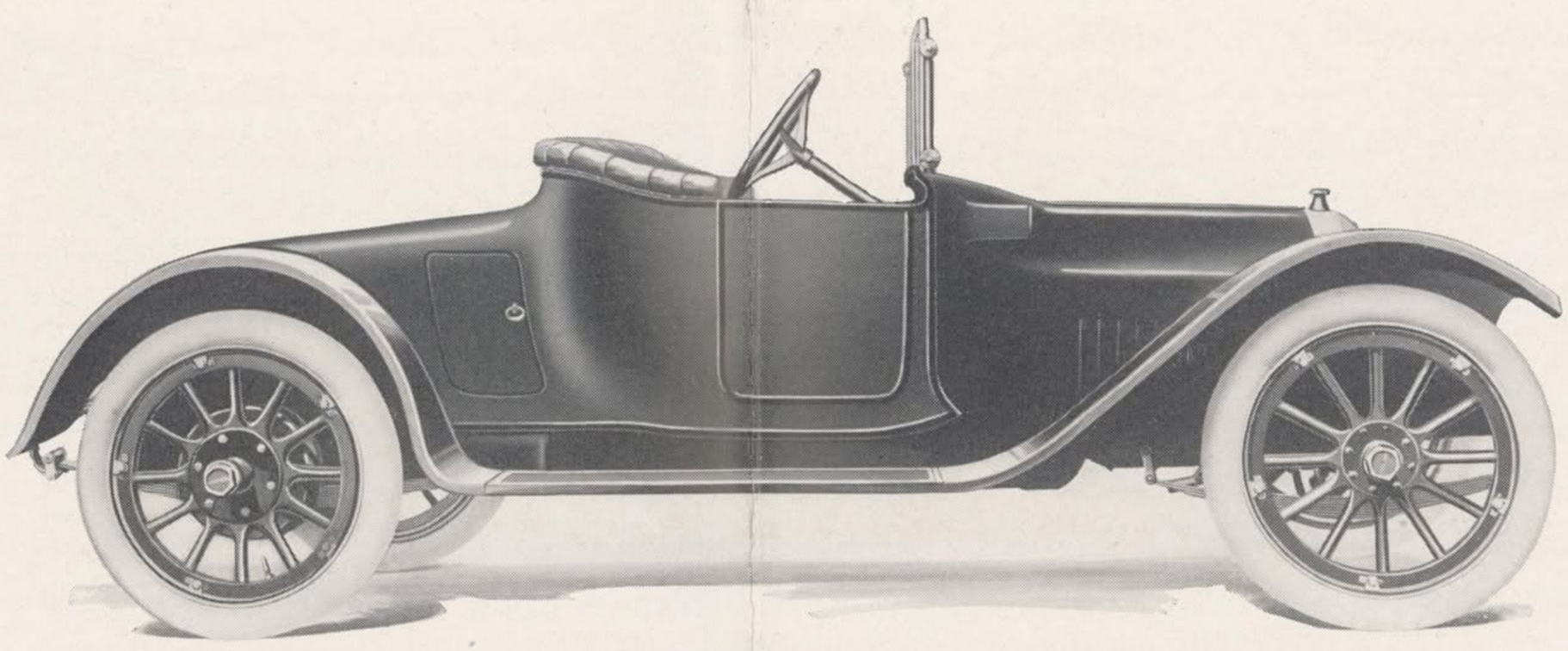
Wheel base, 112 inches; motor, 3½ x 5; four cylinders, cast en bloc; unit power plant; cone clutch, selective transmission; axles—front, I-beam; rear, semi-floating; single drop frame; 12-inch brakes, internal and external; springs—rear, three-quarter elliptic; front, semi-elliptic, underslung; Holley carburetor; 15-gallon gasoline tank, carried at rear, pressure feed; German silver, V-shaped radiator; nickel trimmings. Standard equipment: 11-inch electric head lights, parabolic reflectors, bullet type side and tail lamps, electric horn, pump, jack, tools and tire repair outfit.

Colors: Blue or gray body, black running gear; left-hand drive, center control. The standard equipment includes top with curtains, windshield, speedometer, 33 x 4-inch tires, tire irons, Delco equipment, demountable rims with one extra rim.



Model 36 Dash showing Delco Control

"The Car with a Conscience" for 1914

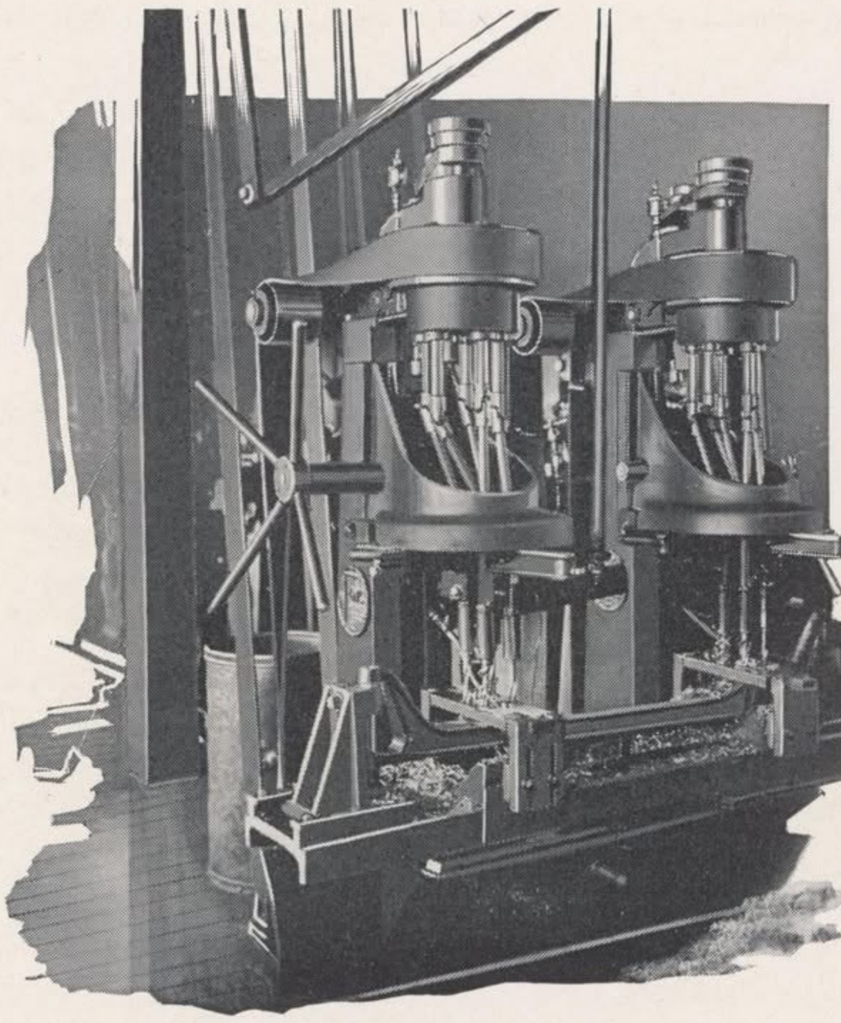


Model Thirty-Five—Three-Passenger Sociable Roadster

Fully Equipped, $1150

MODEL 35 Sociable Roadster has proved to be one of our most popular models.

The roomy single seat will accommodate three passengers with comfort. This design also permits us to conform to the requirements of the streamline body—an unusual feature in a moderate priced car.



One of the Machines used in the making of Oakland Front Axles

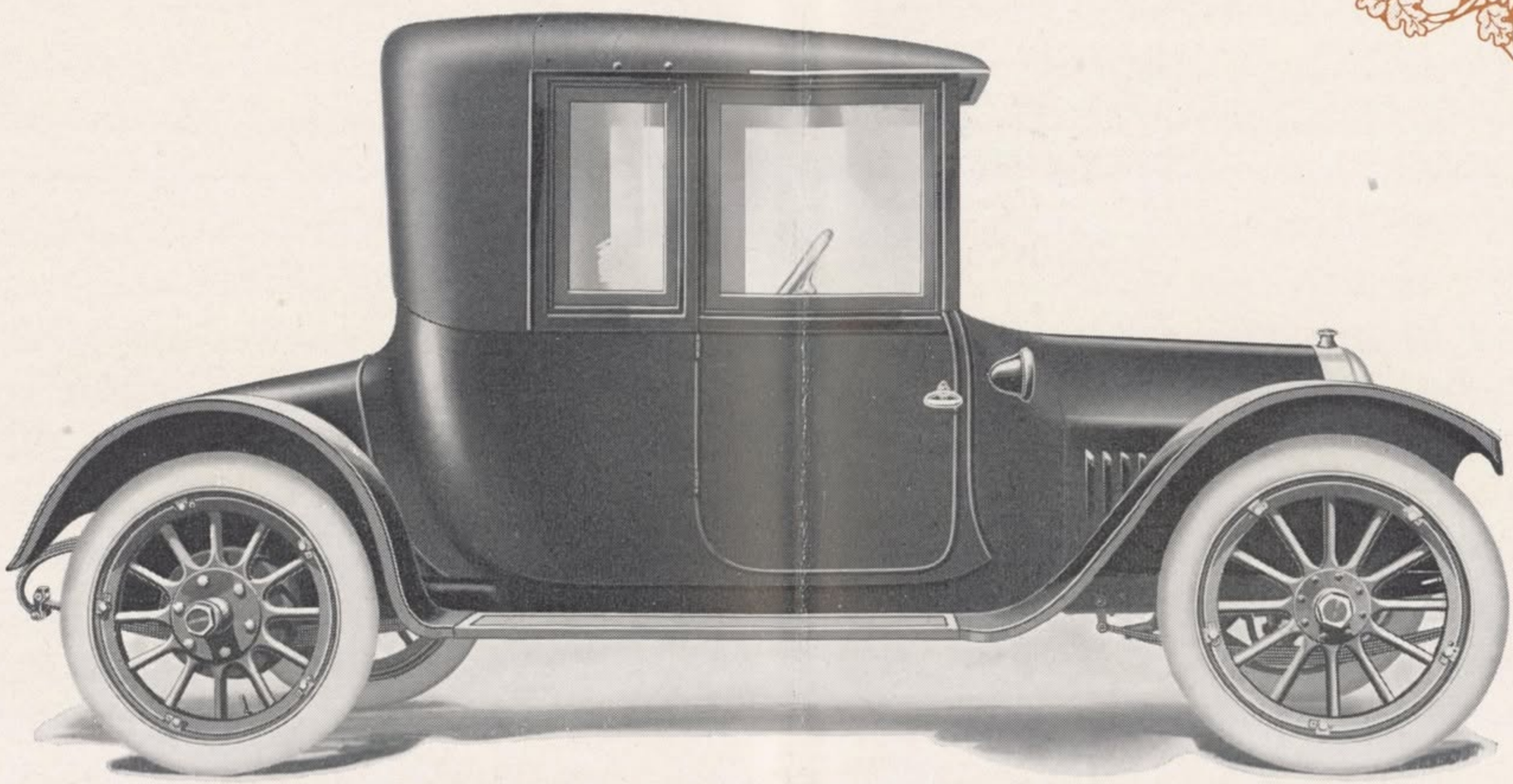
A compartment in the rear deck provides space for the storing of small articles, making the car suitable for touring. It is finely finished and represents greater value than is ordinarily found in a car at this price. Colors: Blue or gray body, black running gear.

The equipment includes electric starting, lighting and ignition system, top, windshield, speedometer, 32 x 3½-inch tires, nickel trimmings, demountable rims with one extra rim.

Condensed Specifications

Wheel base, 112 inches; motor, 3½ x 5; four cylinders, cast en bloc; unit power plant; cone clutch; selective transmission; axles—front, I-beam; rear, semi-floating; single drop frame; 12-inch brakes, internal and external; springs—underslung; rear, three-quarter elliptic; front, semi-elliptic; Holley carburetor, demountable rims; 10-gallon gasoline tank; German silver V-shaped radiator. Standard equipment: 11-inch electric head lights, parabolic reflectors, dash and tail lamps, electric horn, pump, jack, tools and tire repair outfit.

"The Car with a Conscience" for 1914



Model Thirty-Six—Two-Passenger Cabriolet

Fully Equipped, $1585

MODEL 36 Cabriolet is a distinct innovation and represents a signal achievement of our designers.

It is a two-in-one body and may be used open in the summer and closed in the winter.

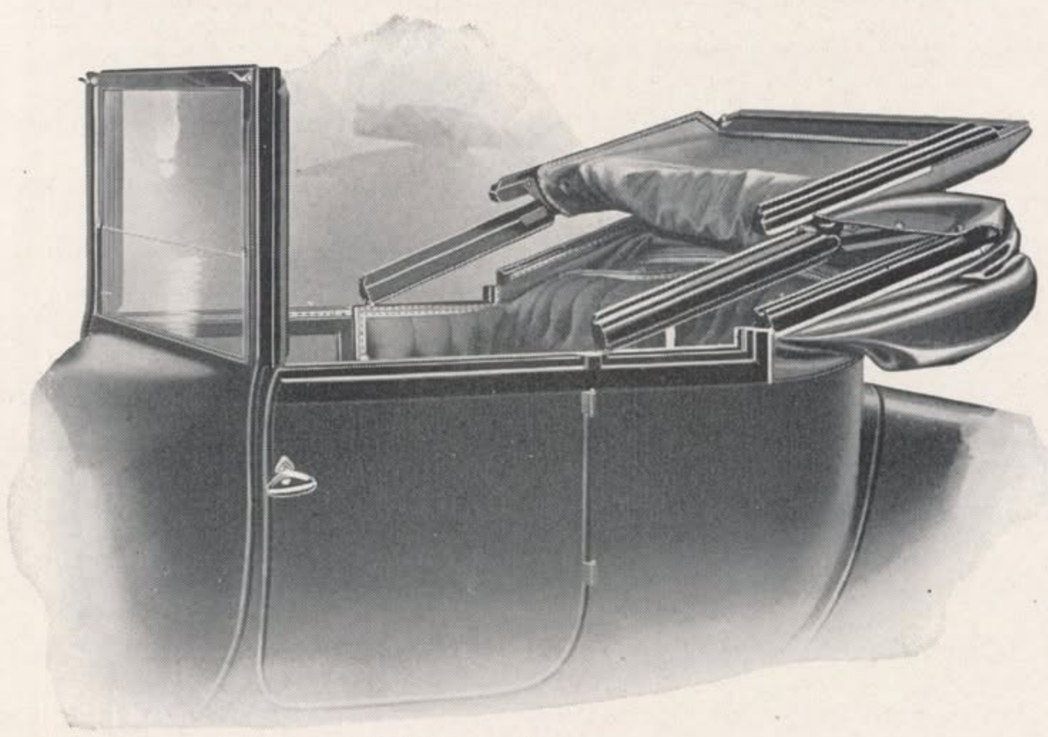
Its wide range of usefulness has been made possible by the ingenious method of body construction. The top tilts back into small compass at the rear; the side windows are hinged and fold down and inward against the doors, while the side panel windows drop down into the walls of the car.

The Cabriolet, with left hand drive, is the gentlewoman's ideal car, and every convenience and refinement of detail has been incorporated.

It is a car which will lend itself admirably to the professional and business man who is out under all conditions. It is finished in a beautiful rich blue and may be had in deeply upholstered gray whipcord or leather. Completely equipped with Delco system, rain-vision windshield, speedometer, 33 x 4-inch tires, electric horn, demountable rims.

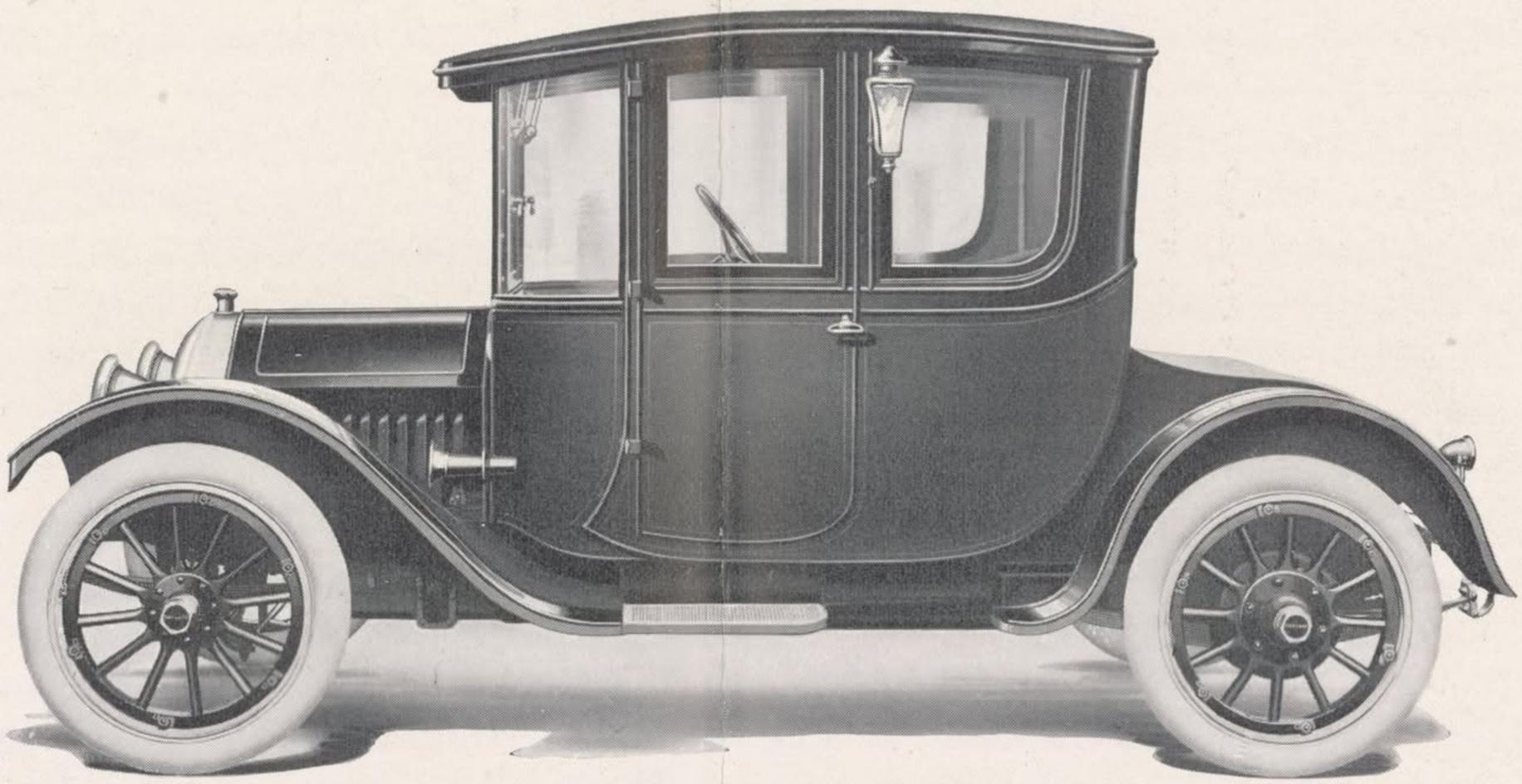
Condensed Specifications

Wheel base, 112 inches; motor, 3½ x 5; four cylinders, cast en bloc; unit power plant; cone clutch, selective transmission; axles—front I-beam; rear, semi-floating; single drop frame; 12-inch brakes, internal and external; springs—rear, three-quarter elliptic; front, semi-elliptic, underslung; Holley carburetor; 15-gallon gasoline tank, carried at rear, pressure feed; German silver, V-shaped radiator, nickel trimmings. Standard equipment: 11-inch electric head lights, parabolic reflectors, bullet type side and tail lamps, electric horn, pump, jack, tools and tire repair outfit.



Cabriolet open for summer use

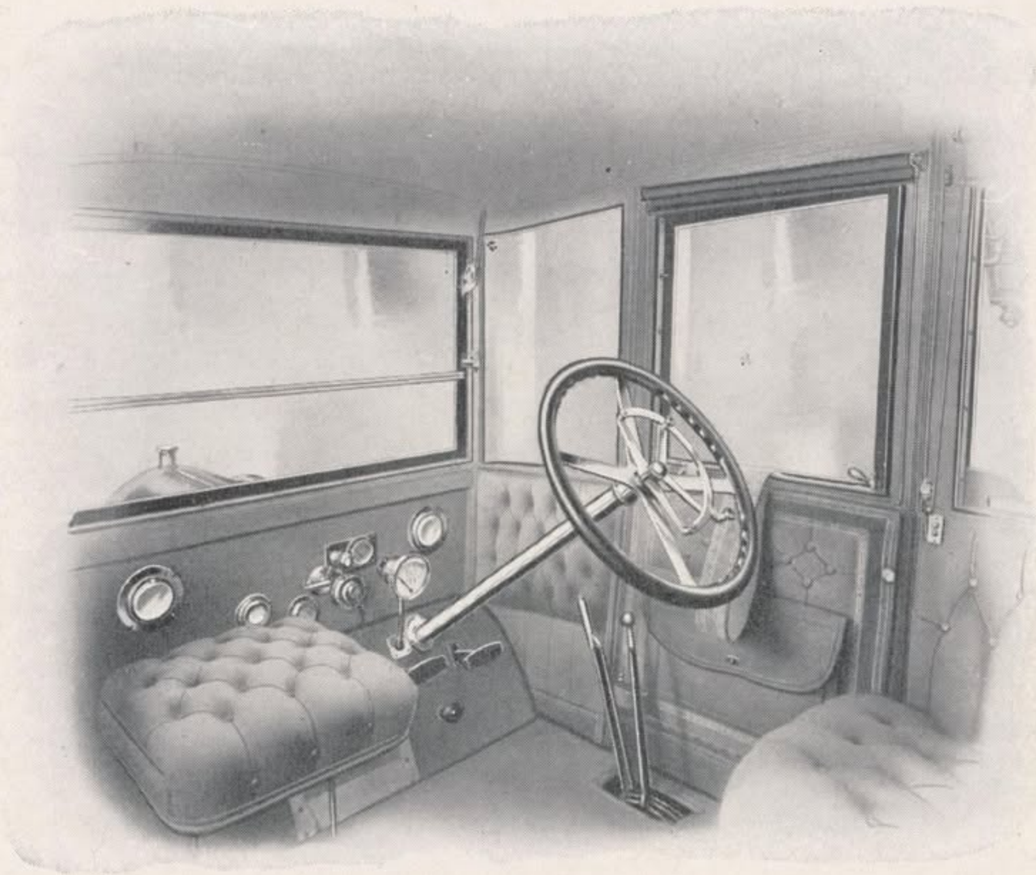
"The Car with a Conscience" for 1914



Model Forty-Three—Four-Passenger Coupe

Fully Equipped, $2500

THE COUPE stands supreme as the vehicle of the social world. The exclusiveness and privacy it affords makes it the ideal car for women.



View of interior of Coupe

Model 43 Coupe is a distinctive four-passenger car and is beautifully finished.

The seating arrangement provides a wide rear seat with ample room for three passengers. The extra seat is collapsible and both doors are free.

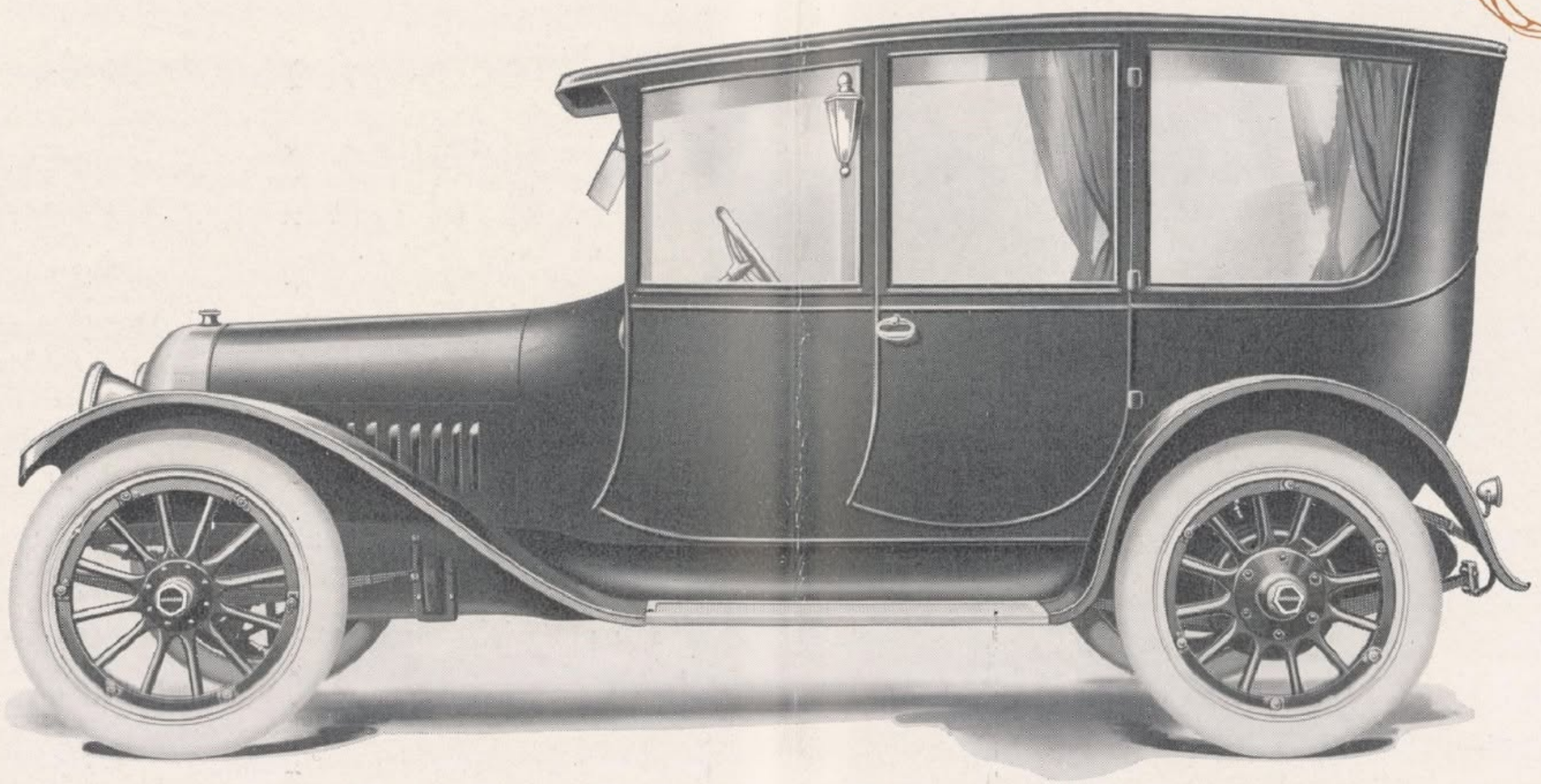
It is fitted with corner dome lights and pillar lights; upholstered in imported gray whipcord, and finished in artillery gray or blue.

Fully equipped with improved Delco starting, lighting and ignition system, speedometer, electric horn, rain-vision windshield, 35 x 4½-inch tires and demountable rims.

Condensed Specifications

Wheel base, 116 inches; double drop frame; motor, 4¼ x 5¼; four cylinders, cast in pairs; unit power plant; cone clutch; selective type transmission; German silver, V-shaped radiator, square tube type; Stromberg carburetor; full floating, one bearing, rear axle; gasoline capacity, 21 gallons, tank carried at rear, pressure feed; 10-inch upholstering. Standard equipment: 12½-inch electric head lights, parabolic reflectors, two flush dash lights, star pattern, frosted lens, tail light, electric horn, complete tool kit, tire repair outfit, pump and jack.

"The Car with a Conscience" for 1914



Model Forty-Three—Four-Passenger Sedan

Fully Equipped, $2600

MODEL 43 Sedan is a magnificent enclosed car, which will make an instant appeal with its handsome appearance and its luxurious interior finish.

The body arrangement provides one spacious compartment with ample seating space for four passengers, a design which will find immediate favor with owners who drive their own cars.

The front seats are low, giving clear view ahead for all passengers. Entrance may be had from either side.

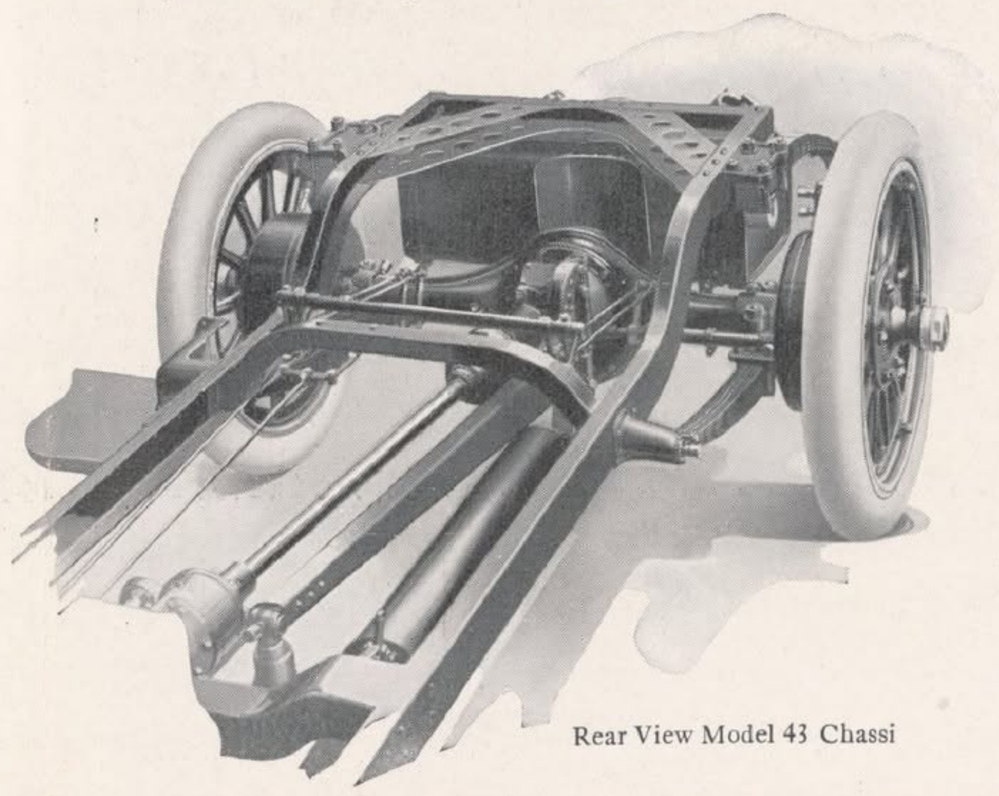
Large plate glass windows, wide doors, silk curtains and built-in dome lights add a tone of exclusiveness, and no detail in the way of minor accessories has been omitted in this splendid car.

It is finished in blue and is beautifully upholstered in fine quality whipcord or morocco.

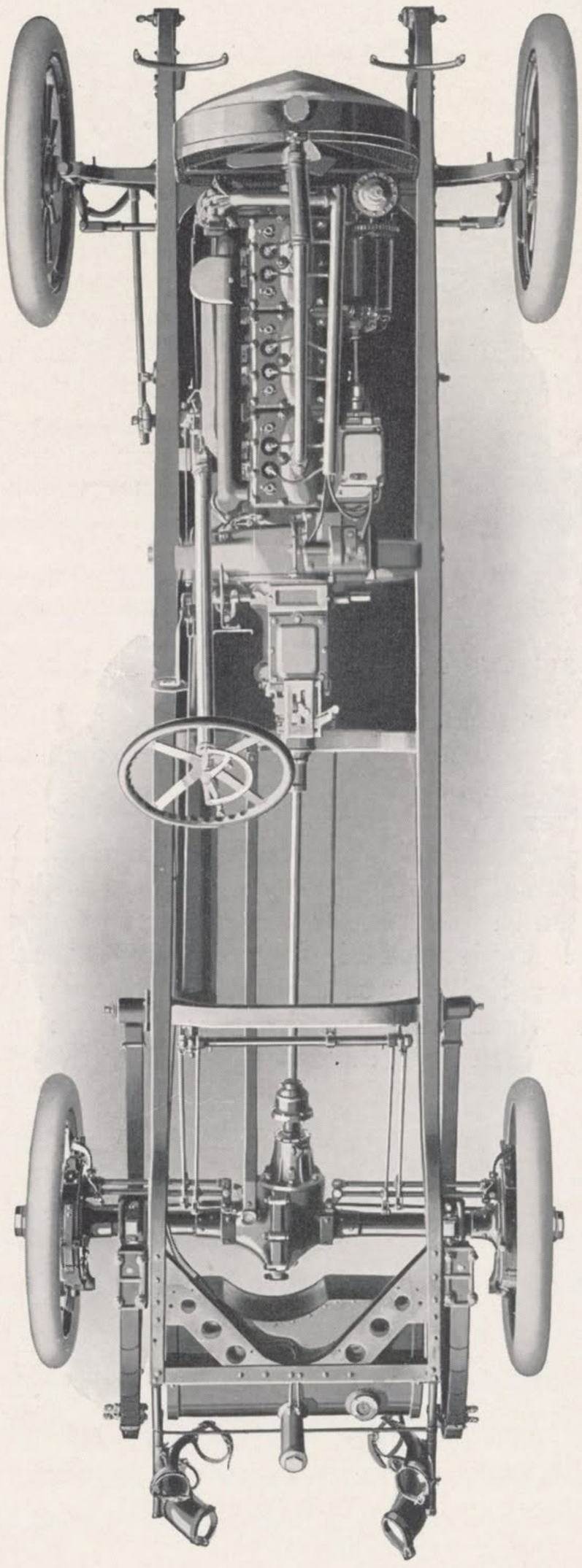
The equipment includes improved Delco starting, lighting and ignition system, rain-vision windshield, speedometer, electric horn, 35 x 4½-inch tires, demountable rims.

Condensed Specifications

Wheel base, 116 inches; double drop frame; motor, 4¼ x 5¼; four cylinders, cast in pairs; unit power plant; cone clutch; selective type transmission; German silver, V-shaped radiator, square tube type; Stromberg carburetor; full floating, one bearing, rear axle; gasoline capacity, 21 gallons, tank carried at rear, pressure feed; 10-inch upholstering. Standard equipment: 12½-inch electric head lights, parabolic reflectors, two flush dash lights, star pattern, frosted lens, tail light, electric horn, complete tool kit, tire repair outfit, pump and jack.



Rear View Model 43 Chassi



Model 6-48 Chassis

Mechanical Details

OAKLAND Chasses are clean-cut, simple, strong. Their clean-cut appearance is the result of absolute simplicity. All parts which are not fundamentally essential have been eliminated.

The chassis is the foundation of the automobile and must withstand all the stresses and strains which go with hard road service. We work from this standpoint in constructing every Oakland chassis—they are built to last.

Here, too, is one of the secrets of Oakland beauty—the chassis is low hung—also a great factor of safety.

Motors

The powerful Oakland motors are of the unit power plant type, which is without doubt the most simple and best method of construction. The motor, clutch and transmission are built as a single unit, insuring through perfect alignment an increase of efficiency with a decreased loss of power through friction.

Oakland motors possess the quality of flexibility to a marked degree. They have unlimited reserve power and yet can be throttled down to a creeping gait. Silence, which indicates an absence of vibration, is yet another feature of these perfect motors, and one that is a guarantee of long life. Model 6-60 has 4⅛-inch bore and 4¾-inch stroke; Model 6-48, 3½-inch bore and 5-inch stroke; Model 43, 4¼-inch bore and 5¼-inch stroke; and Models 35 and 36 have 3½-inch bore and 5-inch stroke.

Cylinders

The best grade of iron is used for all cylinders, and the cylinder castings are machined with minute care.

The water jackets are of such size as to insure an adequate volume of water surrounding the cylinder at all times. The manifolds are of special Oakland design, which permits the smoothest possible gas passages with minimum resistance.

Pistons

The pistons are of high grade cast iron, accurately ground to conform to the cylinder. They are fitted with three eccentric rings, pinned to keep from turning and so closely fitting that perfect compression is assured. Oil grooves provide ample lubrication. The wrist pin is of special steel, hardened and ground to size, and has a large bearing surface.

Connecting Rods

The connecting rods are of special steel, drop forged and carefully heat treated, adding greatly to their strength. The connecting rod bearings are made of high grade, die cast bearing metal and are of generous size.

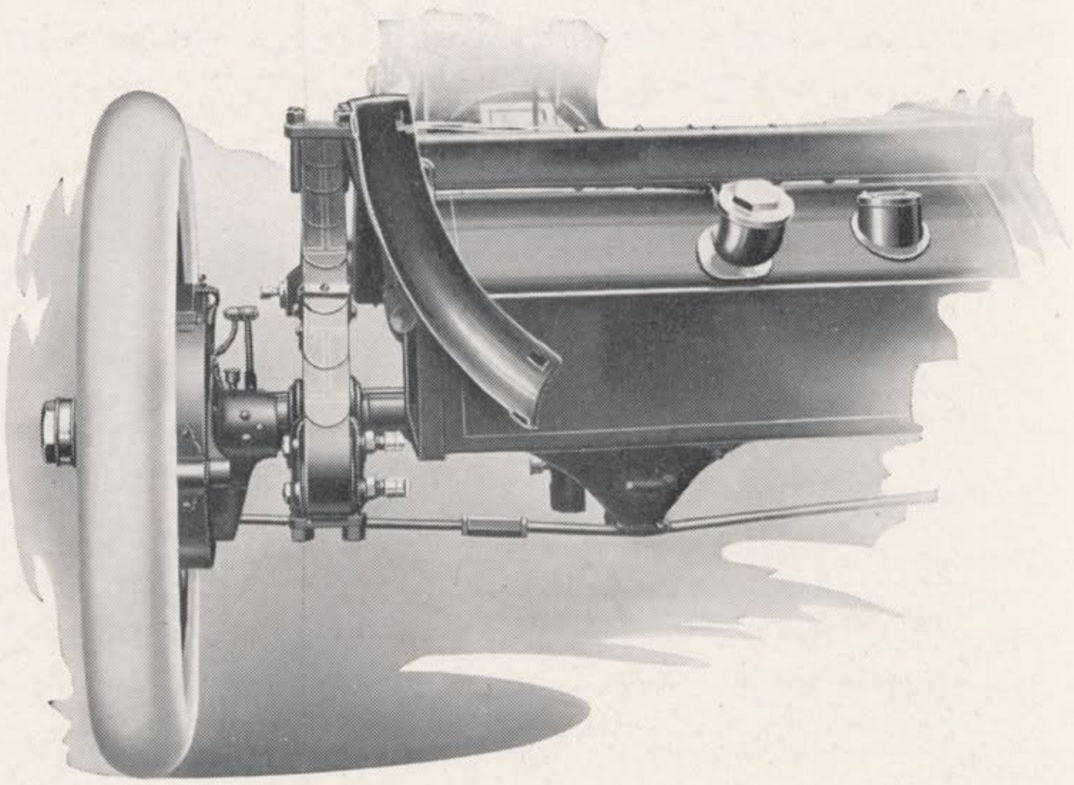
Motor Bearings

Absolute accuracy is demanded in the bearings. They are made of a special, tough, anti-friction metal.

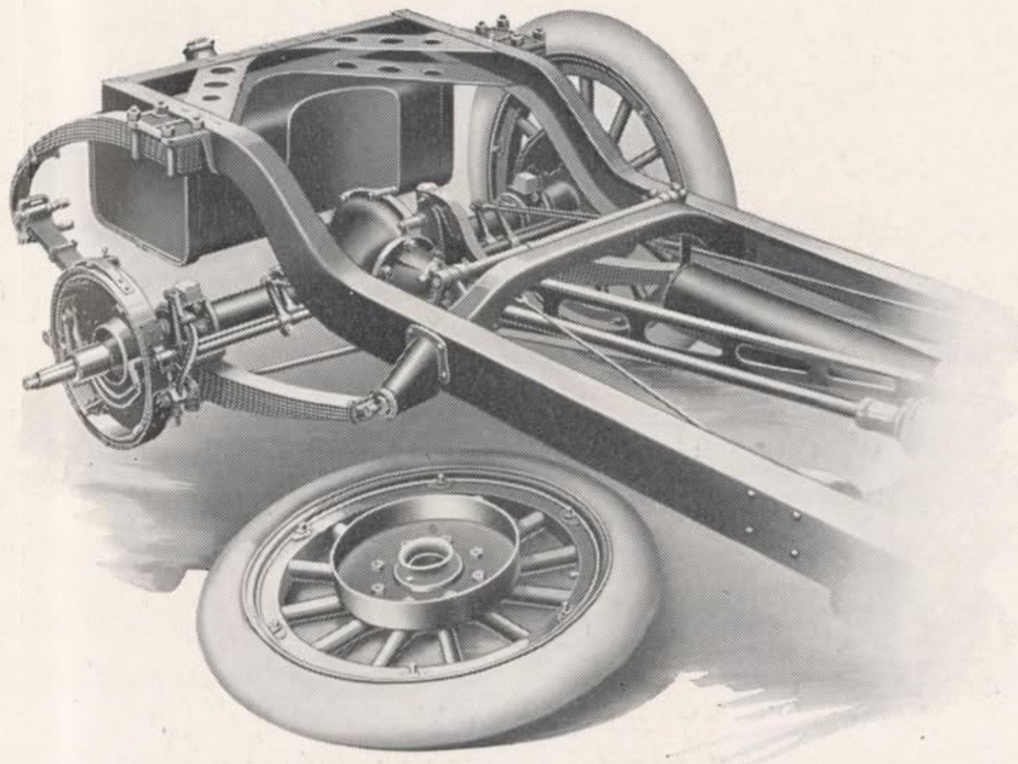
The bearings on Models 35 and 36 are: Rear, $1\frac{15}{16}$ x $3\frac{11}{16}$ inches; center, $1\frac{7}{8}$ x $2\frac{3}{8}$ inches; front, $1\frac{5}{8}$ x $3\frac{3}{8}$ inches. The bearings on Model 43 are: Rear, $2\frac{1}{4}$ x $4\frac{1}{8}$ inches; center, 2 x $2\frac{3}{4}$ inches; front, $1\frac{7}{8}$ x $3\frac{9}{16}$ inches. The bearings on Model 6-60 are: Rear, $2\frac{1}{4}$ x $4\frac{1}{8}$ inches; two center bearings, 2 x $2\frac{1}{2}$ inches and $2\frac{1}{8}$ x $2\frac{1}{2}$ inches; front, $1\frac{7}{8}$ x $3\frac{1}{2}$ inches. The bearings on Model 6-48 are: Rear, $1\frac{15}{16}$ x $3\frac{11}{16}$; two center bearings, $1\frac{3}{4}$ x $2\frac{5}{8}$ and $1\frac{7}{8}$ x $2\frac{5}{8}$; front, $1\frac{5}{8}$ x $3\frac{3}{8}$.

Lubrication

For lubrication a most simple and positive system is utilized—the splash system. It is entirely automatic and is carefully designed to provide continuous lubrication without causing smoking.



Rear Construction of Model 6-48. Springs are underslung in rear



Rear View Model 6-48 Chassis. Brake Drums are of exceptional size and adjustment is readily accessible

The lower half of the crank case is divided into pits by low walls and the oil is at a constant level under all road conditions, giving each connecting rod an equal dip.

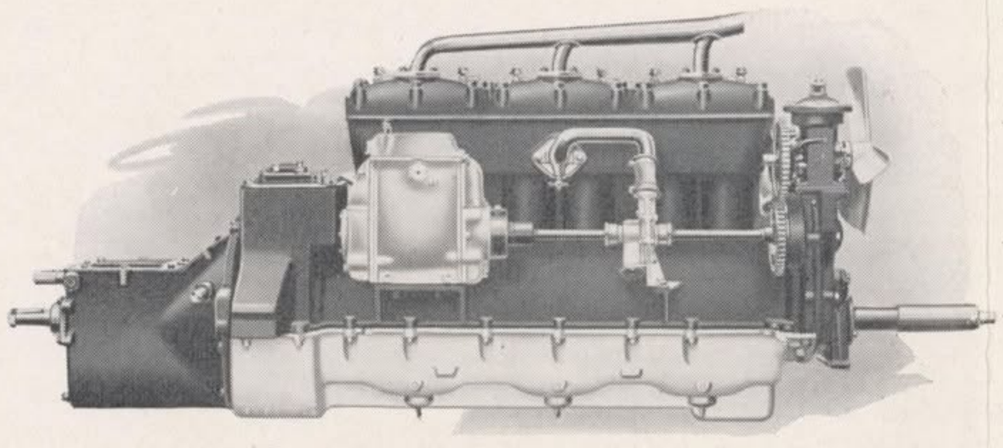
Specially designed dippers, with which the connecting rods are provided, carry the oil up to the connecting rod bearings.

A system of oil grooves, cast in the side of the crank case, carries the oil in turn to each compartment as it is splashed against the walls. This system of grooves is perfect and the distribution of oil in the several pits provides a uniform supply to each cylinder and bearing in proportion to its needs.

An oil pump provides automatic oil supply and a sight feed on dash indicates whether the pump is working.

Valves

Valves are made of the toughest and best heat-resisting material—Tungsten alloy steel, which is unaffected by heat up to 1200 degrees. They seat perfectly always, and will not warp or leak. They are enclosed by dust-proof covers, are practically noiseless, all on the same side, and are interchangeable.



Model 6-48 Motor, showing Delco Equipment and Tire Pump

Cooling

A gear-driven pump (except Model 6-60, which is silent chain driven) of the centrifugal type provides perfect circulation and uniform cooling at all points. The water is drawn up from the bottom of the radiator and forced up through the cylinder jackets and into the outlet pipe at the top, from whence it passes through the radiator. The pump is readily accessible.

Radiators

All models have V-shaped, German silver radiators. The honeycomb type is used on Models 43, 6-48 and 6-60 and the fin type on Models 35 and 36.

Carburetor

In the choice of carburetors we have been guided by the individual requirements of each model, using the carburetor which will provide the best mixture under all conditions. Models 6-60, 43 and 6-48 have Stromberg carburetors; Models 35 and 36 have Holley carburetors. All are fitted with hot air pipes and strangling devices.

Clutch

We use a clutch of the standard cone type, leather lined, which is both simple and efficient. There are six springs under the leather, which provide for smooth engagement. This type permits of starting gradually, without a jerk which tries both the motor and passengers. It is easily operated, requiring only a slight pressure for disengagement.

Transmission

The transmission is of the selective, sliding gear type, providing three speeds forward and reverse. The gears are made of chrome nickel steel and special attention is given in the machining. This insures noiselessness when shifting. The shafts are also of chrome nickel steel mounted on ball bearings.

Drive

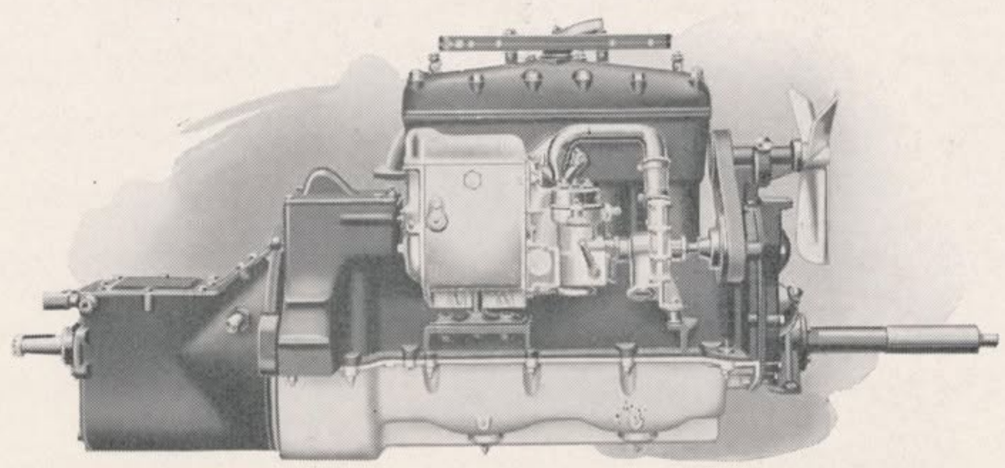
All models have approximately straight line shaft drive, with two universal joints, except Models 35 and 36, which have one universal joint.

Steering

Steering gears are made of carefully selected materials and are of the screw and nut type with large bearing surface, a type which is most conducive to safety. They are easily adjusted to take up the wear.

Control Mechanism

The motor control is by spark and throttle levers located in a quadrant above the steering wheel. There is also an accelerator pedal between the brake and clutch pedal, which works in conjunction with the throttle lever. It is released by a spring, so when the foot is removed the gasoline supply is automatically cut off unless held open by the throttle lever on the steering column.



Model 36 Motor, showing Delco Equipment

Clutch and brake pedals are located on the foot board within easy reach, and the gear shift and emergency brake levers are at the driver's right.

An adjusting lever for choking the carburetor is on dash on all models, except Model 36, where it is on the column below the steering wheel.

Models 35, 43 and 6-60 have right-hand drive and Models 36 and 6-48 left-hand drive.

Frame

Rigidity and stability are necessary qualifications. Oakland frames have the strength of steel girders. They are made of high carbon steel, channel section and are further reinforced with gusset plates, which gives an added strength to each frame. The low center of gravity of Oakland cars is obtained by arching the frame at the rear. Models 6-60 and 43 are double drop; Models 6-48, 36 and 35 single drop.

Springs

Springs which jolt and vibrate are not conducive to comfortable riding and they place an additional strain upon the chassis. The springs on Oakland cars will absorb shocks and withstand the strains to which they are subjected.

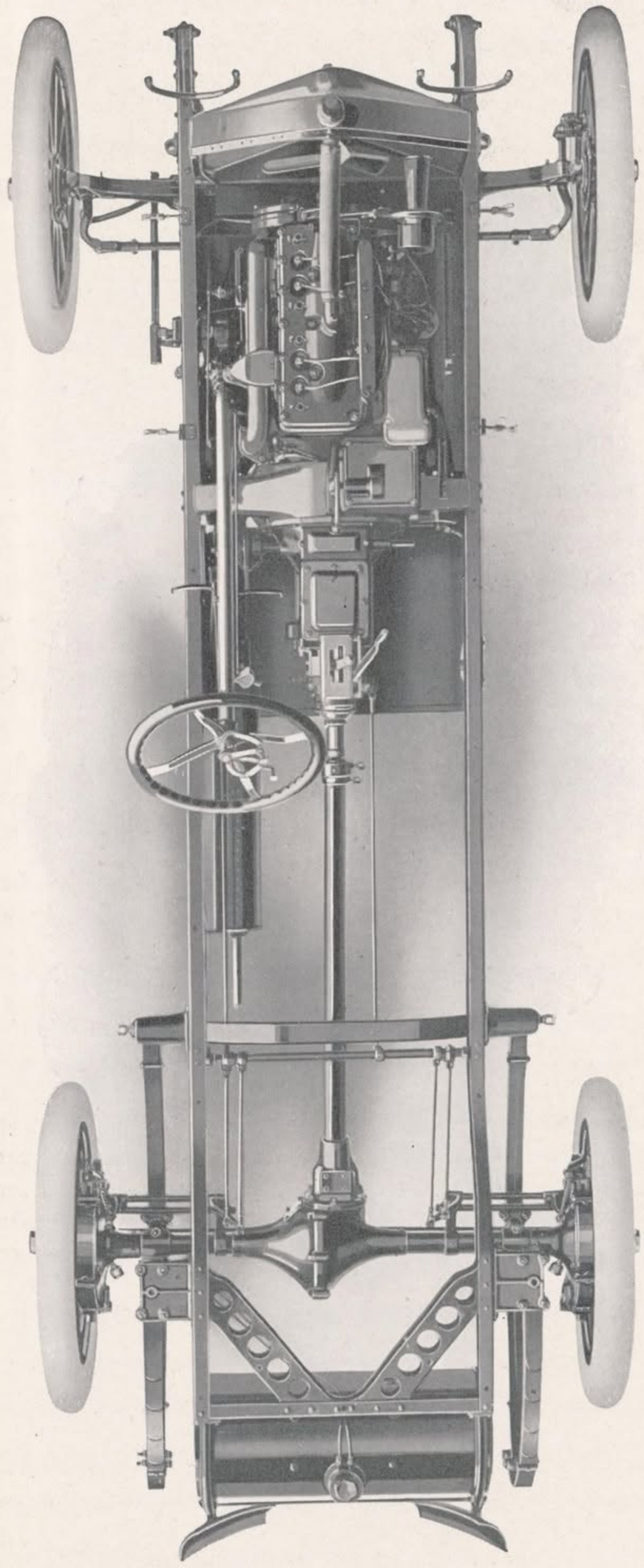
They are specially constructed of finest spring steel and are of exceptional resiliency. The springs on all models are semi-elliptic in front and three-quarter elliptic in rear.

Models 35, 36 and 6-48 are underslung construction, front and rear. Models 35 and 36 springs are: Front, 35¼ inches long; rear, 48 inches long; 1¾ inches wide. Model 6-48 springs are: Front, 41¼ inches long; rear, 50⅞ inches long; 2 inches wide.

Models 43 and 6-60 are of underslung construction in the rear only. Model 43 springs are: Front, 41¼ inches long; rear, 50⅞ inches long; 2 inches wide. Model 6-60: Front, 41¼ inches long; rear, 53¾ inches long; 2¼ inches wide.

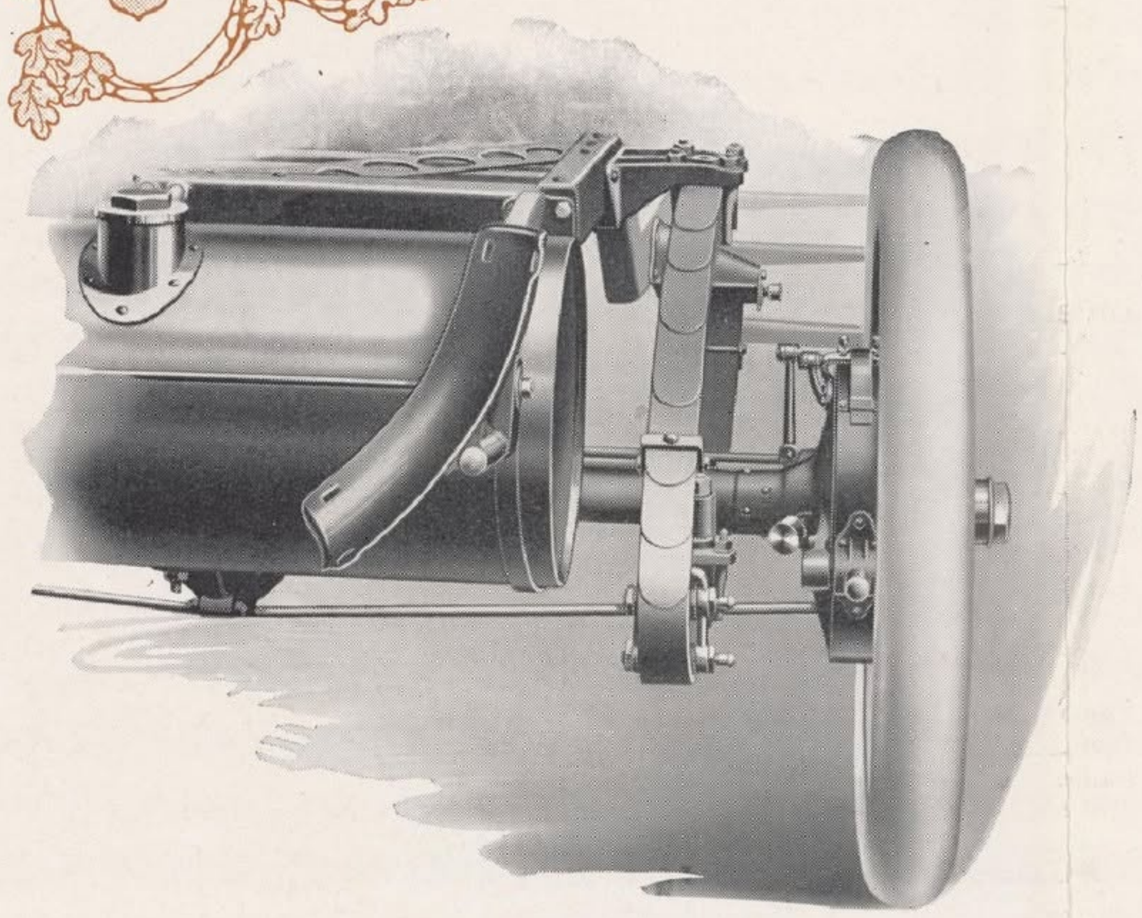
Brakes

Oakland brakes have large surfaces and are faced with Raybestos. Each model is equipped with brakes of sufficient size so that the car is under perfect control at all speeds. They take hold easily and smoothly.



Model 36 Chassis

"The Car with a Conscience" for 1914



Rear View Model 36 Chassis
Note Underslung Spring Construction and New Design Tire Irons

All models are equipped with both service and emergency brakes. Those of Models 43 and 6-60 are of double internal action, with 14-inch drum diameter on Model 43 and 16-inch drum diameter on Model 6-60. The brakes of Models 35 and 36 are of 12-inch diameter; Model 6-48, 14-inch, acting internally and externally. They are readily adjustable.

Starting, Lighting and Ignition

Models 6-60, 6-48, 43 and 36 are equipped with the combined Delco starting, lighting and ignition system. This has been found to be the simplest, most efficient and most reliable system. The equipment of Models 43 and 6-48 is of the six-volt type, using the "one-wire" system.

Model 36 equipment is of the new Delco Junior type.

Gasoline Supply

All models, except Model 35, have gasoline tanks carried at the rear, with automatic pressure feed and indicating gauges on dash. The gasoline system is fitted with an effective strainer. Model 6-60 is provided with 21-gallon tank; Model 6-48, 18-gallon; Model 43, 21-gallon; and Model 36, 15-gallon tank. The tank on Model 35 is carried under seat and has a capacity of ten gallons.

Axles

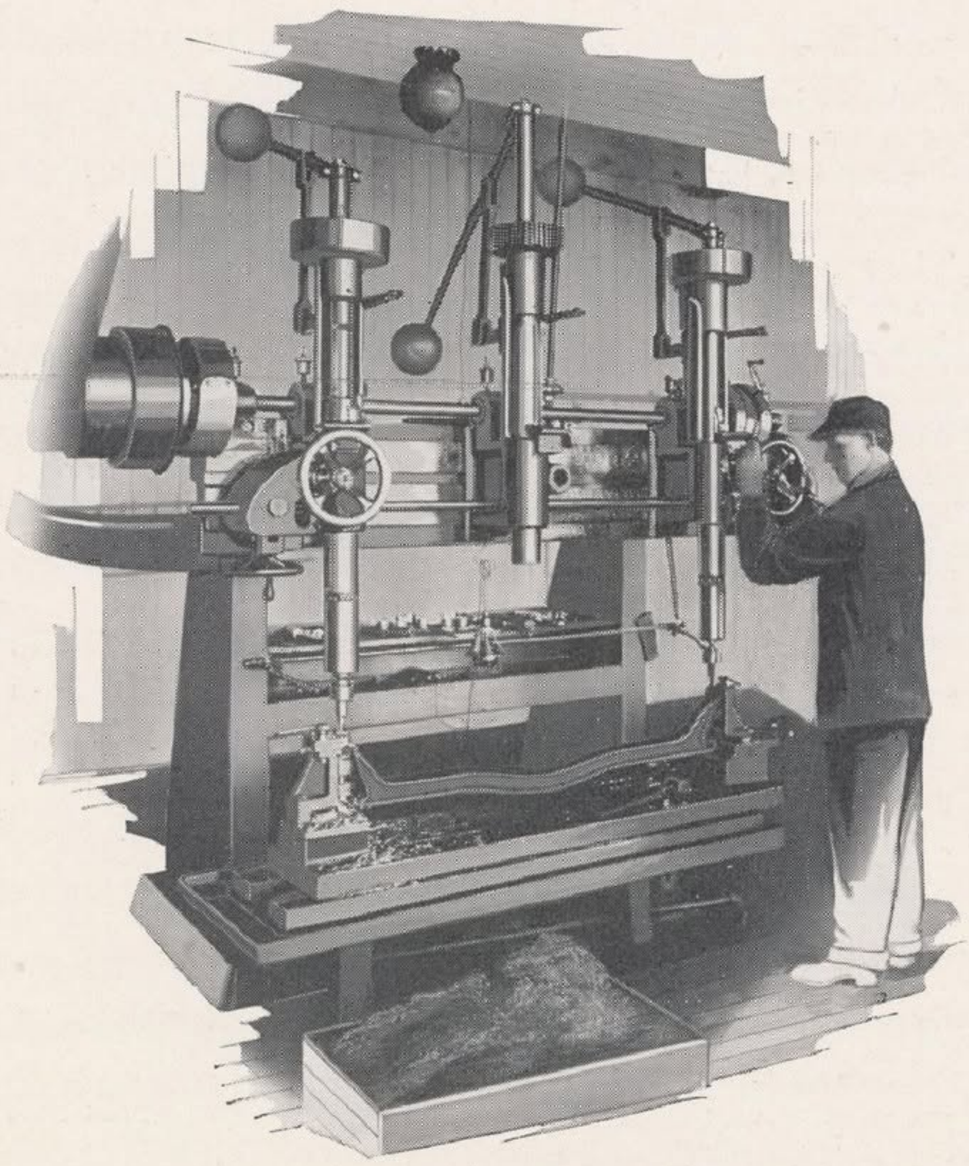
Front axles are drop forged of I-beam section, fitted with cup and cone bearings; Hoffman imported balls.

Rear axles of Models 43, 6-48 and 6-60 are full floating, one bearing type. These axles are designed so that all of the chassis load is transmitted to the axle tubes and housing and none to the axle shafts. Models 35 and 36 are semi-floating. All gears are carefully tested for quietness.

Shafts are carefully heat treated and all steel entering into their construction is subjected to chemical tests.

Wheel Base

Model 6-60 has 130-inch wheel base; Model 6-48, 123½ inches; Model 43, 116 inches, and Models 35 and 36, 112 inches.



Operation on I-Beam Front Axles

Reference Table

Name of Model	Model 36	Model 6-48	Model 43	Model 6-60
Carrying Capacity	5-passenger	5-passenger	5-passenger	5-passenger
Price of Chassis with Standard Body	$1200	$1785	$1785	$2450
Type of Standard Body	Touring	Touring	Touring	Touring
Number of Cylinders	Four	Six	Four	Six
Bore	3½"	3½"	4¼"	4⅛"
Stroke	5"	5"	5¼"	4¾"
How Cast	En bloc	En bloc	Pairs	Pairs
Two or Four-Cycle	Four	Four	Four	Four
How Cooled	Water Pump and Fan	Water Pump and Fan	Water Pump and Fan	Water Pump and Fan
Engine Suspension	Three Point	Three Point	Three Point	Three Point
Mounted on	Main Frame	Main Frame	Main Frame	Main Frame
Type of Radiator	Fin Tube	Square Tube	Square Tube	Square Tube
Crank Shaft Bearings	Plain	Plain	Plain	Plain
Carburetor, Make and Size	Holley	Stromberg	Stromberg	Stromberg
Valve Diameter, free opening	$1\frac{9}{16}$"	$1\frac{9}{16}$"	1¾"	2⅝"
Exhaust Pipe Size at Muffler	1⅞"	2⅜"	2⅜"	2⅝"
Electric System	Delco	Delco	Delco	Delco
Storage Batteries, Name and Capacity	Exide	Exide	Exide	Exide
Dry Cells, Number	Six	Five	Five	Five
Spark Plug, Size	S. A. E.	S. A. E.	S. A. E.	S. A. E.
One or Two Sets of Spark Plugs	One	One	One	One
Lubrication	Splash	Splash	Splash	Splash
Clutch, Style	Cone	Cone	Cone	Cone
Clutch Surface Materials	Leather	Leather	Leather	Leather
Style of Drive	Bevel Gear	Bevel Gear	Bevel Gear	Bevel Gear
Torque Member	Propeller Shaft Housing	Torque Arm	Torque Arm	Torque Arm
Style Change Speed Mechanism	Sliding	Sliding	Sliding	Sliding
How Operated	Selective	Selective	Selective	Selective
Location	Integral with Engine	Integral with Engine	Integral with Engine	Integral with Engine
Change Gear Bearings	Ball and Roller	Ball and Roller	Ball	Ball
Number of Speeds Forward	Three	Three	Three	Three
Direct Drive on Which Speed	Third	Third	Third	Third
Gear Ratio on Direct Drive	3½–1, 4–1	3½–1, 4–1	3½–1, $3\frac{7}{10}$–1, 4–1	3½–1, 3¾–1
Type Front Axle	I-beam	I-beam	I-beam	I-beam
Type Rear Axle	Semi-floating	Full-floating	Full-floating	Full-floating
Type Brakes	Expanding and Contracting	Expanding and Contracting	Expanding	Expanding
Brake Surface Materials	Raybestos	Raybestos	Raybestos	Raybestos
Diameter of Brakes	12"	14"	14"	16"
Brakes Operated	Hand and Foot	Hand and Foot	Hand and Foot	Hand and Foot
Size and Type of Front Tires	33 x 4	35 x 4½	35 x 4½	34 x 4½
Size and Type Rear Tires	33 x 4	35 x 4½	35 x 4½	34 x 4½
Name and Type of Rim	Baker Demountable	Baker Demountable	Baker Demountable	Baker Demountable
Front Wheel Bearings	Ball	Ball	Ball	Ball
Rear Wheel Bearings	Roller	Roller	Ball	Ball
Type Steering Gear	Nut and Screw	Nut and Screw	Nut and Screw	Nut and Screw
Steering Wheel Diameter and Position	Left 17"	Left 18"	Right 18"	Right 18"
Change Gear Lever Location	Center	Center	Right	Right
Brake Lever Location	Center	Center	Right	Right
Springs, Front	Semi-Elliptic	Semi-Elliptic	Semi-Elliptic	Semi-Elliptic
Springs, Rear	¾ Elliptic	¾ Elliptic	¾ Elliptic	¾ Elliptic
Wheel Base	112"	123½"	116"	130"
Frame	Pressed Steel	Pressed Steel	Pressed Steel	Pressed Steel
Gasoline Tank, Location and Capacity	Rear, 15 gal.	Rear, 18 gal.	Rear, 21 gal.	Rear, 21 gal.
Engine Starter	Delco Electric	Delco Electric	Delco Electric	Delco Electric

The Oakland Guarantee

We warrant the motor vehicles manufactured by us for one year, this warranty being limited to the furnishing at our factory of such parts of the motor vehicle as shall, under normal use and service, appear to us to have been defective in material or workmanship. This warranty is limited to the shipment to the purchaser without charge, except for transportation, of the part or parts intended to replace the part or parts claimed to have been defective, and which, upon their return to us at our factory for inspection, we shall have determined were defective, and provided the transportation charges for the parts so returned have been prepaid.

We make no warranty whatever in respect to tires, rims or electrical equipment.

The condition of this warranty is such that if the motor vehicle to which it applies is altered or repaired outside of our factory, our liability under this warranty shall cease.

The purchaser understands and agrees that no warranty of the motor vehicle is made or authorized to be made by the Company, other than that hereinabove set forth.

OAKLAND MOTOR CAR COMPANY
PONTIAC, MICH.

(All prices quoted are f. o. b. Pontiac)

JOSEPH MACK PRINTING HOUSE DETROIT

"The Car with a Conscience"



